

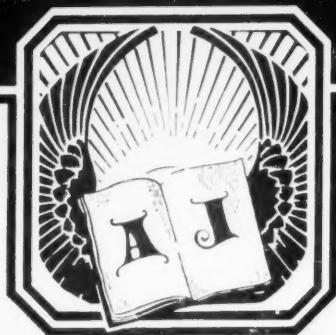
ANNUAL FORECAST NUMBER

The AUTHOR & JOURNALIST

HOW TO WRITE

WHERE TO SELL

March



1938

20 Cents

THE CHALLENGE OF THE FUTURE

To Writers In

Literary Periodicals
Women's Magazines
Book Markets
Radio Markets

The Slicks
The Pulps
Juveniles
The Screen

Forecasts by

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LOUISE RICE

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Liberty

FULTON OURSLER

Editor-in-Chief

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THE AUTHOR & JOURNALIST

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LITERARY MARKETS HOLDING THEIR OWN ON ALL FRONTS

. . . A General Survey by the Editors

IN last year's Forecast Number the predictions for the immediate future in the writing field were generally optimistic. A business upswing was in progress, and magazine production felt its influence. This year we have a so-called "recession"—yet the predictions published in this issue of the A. & J. are perhaps even more optimistic.

It may be suggested that the predictions are colored by wishful thinking, especially those of the literary agents who have their innings in the Forecast Number because of the peculiar opportunity they enjoy for keeping a finger on the pulse of literary activity. But this is not altogether the case. There have been lean years in which their brave words had a hollow sound, and were obviously intended to bolster a shaky morale. If there are any such overtones in this year's symposium, we have failed to discern them. A sincere conviction seems to prevail that the literary field is the writer's oyster, lying tempting and ready to be opened by him who possesses the requisite skill.

The following brief survey is intended to convey some idea of tendencies in the various fields.

Literary and Quality Magazines: Holding their own, with a leaning toward more popular types of material—evidenced perhaps best by *Scribners* under its new ownership and policy.

Popular Magazines: The established periodicals, such as *Liberty*, *Saturday Evening Post* and those in the same general field, have undergone little change on the surface and are maintaining their prestige despite competition in a field crowded with innovations. Of the latter, the flood of picture magazines has been the notable development. These illustrate what seems to be the most pronounced trend of the day—a trend toward journalistic types of material. Further illustration of this is found in the rise of all sorts of periodical which dramatize the news. The flourishing true

detective magazines, the news weeklies, the magazines devoted to informative, believe-it-or-not, and exposé material, and periodicals which interpret or analyze current events—all these reveal the journalistic strain of today's literature. The Coronet-Esquire publishers, keen analysts of what the public is waiting for, are capitalizing on this strain in launching their new fortnightly, *Ken*, which holds forth tempting bait to authors who can train themselves to furnish just the right type of material to make the public read, wonder, and exclaim.

Women's Magazines: Other writers in this issue have commented on the broadening influence discernible in magazines for women of today. We pause here only to remark that this seems to be in line with the prevailing journalistic tendency.

Pulp: While there is wide fluctuation in the numbers of pulp magazines on the newsstands, from season to season, right now there would seem to be more than ever. It is not easy to make a comparison with former years, however. A good many periodicals are now issued on a bi-monthly or quarterly basis, and there are numerous "one-shots," appearing perhaps once or twice a year. When publishing companies issue two bi-monthly magazines, instead of one monthly magazine, so that each may have a longer period of sale on the newsstands, they may produce a deceptive appearance of increased numbers.

It is, unfortunately, the policy of some strings of pulp magazines to crowd their titles into the field on a quantity basis. These magazines, often filled up with reprints and hastily written yarns ground out at half a cent a word, bewilder the magazine buyer and compete with solidly edited books paying good rates to their writers. With their general lowering of standards they are likely to alienate many who would have become regular pulp readers.

Nevertheless, despite the seeming desire of many of the pulp strings to commit hari-kari and at the same time bring down the whole structure, through intensive competition, there is a surprising degree of progress. The better houses—those that give their readers well edited magazines and try to maintain rates which will enable their authors to do good work consistently—are generally able to maintain their titles against all comers. And there is a tendency away from reprints and toward paying better rates, on the part of some concerns which at first made quantity production alone their goal.

In many branches, the pulp magazines are at least holding their own. Westerns and detectives continue as the chief commodities. During the past year there was an attempt to increase the proportion of love pulps, but the majority of newcomers faded quickly from the scene. Science fiction is at present showing signs of increased activity. With the purchase of *Amazing Stories* by the Ziff-Davis Company, a half-cent pay-on-publication market becomes a 1-cent-on-acceptance market. Brisk competition seems to be pre-
saged in this field by changes made in *Astounding*

Science Fiction, the Street & Smith periodical now under editorship of John W. Campbell, Jr. And Leo Margulies of Standard's Thrilling group is testing the reaction of his readers to the idea of a quarterly companion for *Thrilling Wonder Stories*.

Books: In the records of American Book production, tabulated annually in *The Publishers' Weekly*, the total of new books and new editions for the past several years was listed as follows: For 1934, 81,98; for 1935, 87,66; for 1936, 10,436; for 1937, 10,912. If this indication means anything, it means that the book-buying public is affording openings for more writers each year. Even with a "recession" in progress, it is doubtful if the figures for 1938 will show much falling off.

Perhaps the most notable trend at present is toward issuing books of wide appeal in low-cost editions: Modern Age Books, which has poured forth a number of well-selected, well-printed books at prices ranging from 25 to 90 cents, seems to be pointing the way toward a development which may prove to be of decided importance from the writer's standpoint.

NO RECESSION IN WRITING

By AUGUST LENNIGER
Literary Agent

IN contrast to the much-lamented "recession" in other lines of business, writers can expect a sound and steady market for their magazine stories during 1938.

Among the top-notch smoothpapers, we find the same wide-open market for outstanding short-stories—and the same keen competition to meet in selling them! During 1937 several more of the big-circulation monthlies have gone in for the "complete novel in this issue"—thus creating a stronger market for serial rights to book-lengths. But the most encouraging 1937 development is the expansion of the rural-interest field. *Country Home* has gone into a new big size and now uses three or more short stories per issue instead of one and a serial installment; *Successful Farming* is making a bid for short serials, and also offering

fancy prices for good short-stories; and *Farmer's Wife* has increased its budget to obtain a number of outstanding first-class short-stories and serials. But here's a warning—they won't buy the obvious barnyard tale, nor immature efforts, nor pulp rejects. These expanding, good-paying rural "slicks" demand the same high-grade calibre of wholesome general-interest fiction as used by *Saturday Evening Post* or *American Magazine*.

In the pulp field, despite rumors to the contrary, we find a generally better market than in 1937. Last year there was a great deal of experimentation in new titles, and although a few of them were dropped, the majority are still with us, undoubtedly to stay. The discontinuance of a few old titles last fall, causing some writers alarm, really was just a judicious pruning of dead wood; the many sound new titles begun in 1937 more than make up for those which were "killed." New titles are still being launched each month, and these opening months of 1938 find us with a considerably greater number of actively buying pulp magazine markets than a year ago. That is in itself a very healthy sign.

There has, of course, been some grumbling about diminishing returns from some of the pulp magazine publishers. There's also apparently as much difference of opinion about how to remedy that, as there seems to be in Washington about the "cure" for this "recession." It is obvious that when sales are weak, publishers will order their editors to be careful of the budget. A few editors seem to be going in for some rather drastic rate-cutting. On the other hand, editors of the directly competing magazines, are raising their rates to attract and to hold the better writers. You can't blandly explain it as the "big fellow" freezing out his weaker competitor, because in a number of instances the same company is cutting rates on one or two titles which are doing poorly, and raising them on titles that are selling well. Whether the editor who gets his magazine out more cheaply, making the best of the "leftovers" he can pick up at a low rate, has the right solution to this economic puzzle, or the editor who tries to get the best copy on the market by the best writers at higher rates—only time will tell.

What should the writer do about it? That depends on how good he is, and how well-established. If he's a comparatively new writer whose work is improving, he should find 1938 a good year during which to



"THINK NOTHING OF IT, MRS. DE PUYSTER. EVER SINCE I STARTED WRITING COMMISSION STORIES GEORGE HAS BEEN TRYING TO GIVE ME INSPIRATION."

"break in" with editors who are forced to replace some of their "sacred cows" because their price has become too steep. The established writer who is getting better than the basic rate paid by certain of his regular markets has to be careful to keep up the quality of his work—and unless he has enough other equally good, or better paying markets on his string, shouldn't grumble too much if certain editors seem to become a bit difficult to please. He has to keep producing stories that are worth the premium he's getting. And the writer who is fortunate enough to open some new markets paying better than his old ones, or who gets a raise from one editor, shouldn't crowd his luck by insisting on the new high from all his customers.

Of course the above is a generality; but I'm thinking of a very wise professional pulpeter whose sales increased tremendously last year. He started 1937 with three regular markets paying a straight penny per word; last spring he started hitting two new markets that started him off at a cent and a half; late in the summer he developed a third new market paying two cents a word. But he kept right on "slanting" stories for those first three editors who continued to have first look at them, and *didn't* demand an increase; instead he increased his production, so that he had enough to show to *all six* of his regular markets. Result? A *voluntary* raise from two of the three editors who were buying his work at the beginning of '37, and a fast sale for just about everything he produces, with constant requests for him to do more.

I can think of a very extremely opposite case, too. A pulpeter who was doing remarkably well for a number of years, right smack up until a certain editor, in order to get "first refusal" topped the prevailing rate of 1¼ to 1½ cents that a half-dozen magazines had been paying this "name." Thereupon the writer insisted that every editor pay at least 2 cents per word in future. Result? Loss of all the markets except the

one which offered 2 cents and that market unable to absorb nearly enough copy to offset those lost.

Moral? Get into the best-paying markets you can, of course—but you'll probably make more money, and be more secure, if you don't entirely forget steady old customers just because a new one pays a bit more.

1938

By RICHARD TOOKER

Author, Instructor and Critic

*A lot of losses,
A few more gains;
Eternity losses
With growing pains.*

EUROPE can't afford to come over here with bombs unless we lend it the money.

We've war enough right here at home, day by day. And still there's no defeat save in the heart of a man.

Amazing and increasing specialization in fiction and fact. A western story public, a confession public, a horror story public. Each faction wants its special brand, despising most others. Tastes vary for fiction as they do for cigarettes, from black, pungent Picayunes to pale, sweet Kools.

Today, if a writer fails at general appeal, he may turn to specific appeal—horse opera, detective action, horror mystery, confessions, science stories, true crime articles, or intellectual sketches. A field of itself is business writing; even Sunday-school fiction offers a career.

Never before have such opportunities existed for varied writing temperaments, special creative gifts. With but one market in the world, a writer may be better off than in the old days with only the moon to shoot at.

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Beginning writer and established author find friendly cooperation with Fawcett editors. We realize that our magazines stand or fall on what we print—and what **you** write.

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NEW NAMES—NEW STANDARDS

By AGNES M. REEVE

Literary Agent

THOSE who are learning to write should take heart from the number of new names appearing in the magazines. It looks as if editors are trying to outdo each other in decorating their tables of contents with fresh contributors. Not so long ago one could pick almost any of the periodicals of general circulation and be sure of finding the same old list—but not now! There are newcomers every month. And their stuff is good.

Both the stories and articles by new writers indicate study of editorial demands, as well as study of the technic of writing, and readers are beginning to reap the reward of careful and conscientious instruction on the part of editors and teachers. And the dear public likes new writers—variety being what it is.

The demand for fiction and non-fiction is tremendous. In fact it is so great that many editors have almost abandoned the printed slip in favor of the little slip on which the editor, associate editor, or the reader scribbles something friendly and heartening, such as "Sorry, Not for us," or, "Sorry. Try us again," or, "We like this, but not quite enough." Somehow such rejection is less discouraging than a printed card.

Editorial policies have broadened in the past year. There are not so many restrictions put upon the writer. The woman's magazines are publishing stories having to do with the problems of the younger generation which they would not have touched a year ago. The same is true of articles.

In fiction the plotted story is still "tops." "Smart" dialogue is the outstanding feature of many of the

stories by new writers, as well as of those by established writers. A glance at the dialogue passages of the fiction in the leading magazines will show that many a time-worn situation may be completely "dressed up" by clever dialogue.

The long story is growing longer and the short-story shorter. Several magazines are now publishing an entire novel in each issue. This restricts the space available for short-stories, making it necessary to use several under five thousand words in length in order to have sufficient variety; it accounts also for the widening market for short shorts.

Poetry is much more in evidence. *Saturday Evening Post*, *Ladies' Home Journal*, *Good Housekeeping*, *Pictorial Review*, the literary magazines and the newspapers are giving considerable space to good verse. But the poetry of today is not like that of yesterday. There are no "last rays of setting sun," no "graves and worms and epitaphs," no inversions, no 'twas, 'twill, o'er, e'er, and other contractions. Nor is rhyming of the first importance, it is the poetic conception that counts, as well as the skill and precision with which it is expressed. Present-day poetry is no relation to the brook that runs on forever.

Never was a better year than 1938 for the new writer. He has a waiting market, friendly editors, excellent books on writing to aid him, reliable professional coaching available. All this is true of the novel writer too. Book publishers are seeking fresh sources; are, in fact, sending their scouts westward and southward in an endeavor to uncover any shy violet of a book manuscript that may be tucked away and perhaps forgotten.

There are signs that the radio market is developing. More original scripts are being given place on the air and there are establishments which handle only radio scripts to be sold to broadcasting stations and to advertisers. Those intending to write for this market should make a point of familiarizing themselves with the technic of this field of writing. Two of the new books for writers have sections devoted to radio writing.

HISTORICAL TREND CONTINUES

By R. ADDISON ADAMS

Authors' and Publishers' Representative

FICITION laid against a background of fact will continue to be the best bet for the more than ordinarily successful book during 1938. The biggest sellers for the past couple of years have been romantic novels with an historical or biographical background. "Gone With the Wind," of course, was the most notable example, but this year has seen "And So—Victoria" and "Northwest Passage" leading the best-seller lists. Another excellent bit of best-selling fiction built on an historical period is that Boer epic, "The Turning Wheels" by Stuart Cloete.

If anyone doubts the success element of this type of fiction he needs only to remember "The Mutiny on the Bounty" and the books that have followed it.

The book market looks particularly bright in all its branches. Twenty-five per cent more books were published in 1937 (*Time*, Nov. 22, '37) than in 1936 and it is expected that the percentage will increase rather than diminish in 1938.

Quick Reading! Prompt payment on acceptance!

These policies have been maintained by us right through the depression years as well as the good years. They should appeal strongly to you if you are not already selling all you can turn out.

BLACK MASK RANCH ROMANCES

BLACK MASK is a detective story magazine, published monthly. It has a standing welcome to "new" writers who can meet its standards, which are high. If you are not familiar with it, get a copy and study it carefully. If you feel certain that your story is of the right character and quality you can be sure it will receive very careful consideration from us.

RANCH ROMANCES is a magazine of romantic Western stories, published every two weeks. It also warmly welcomes new writers and promises them careful and sympathetic consideration of whatever they submit. Study an issue carefully and see if you can meet its needs.

The address of both magazines is

515 Madison Avenue, New York, N.Y.

HIGH QUALITY DEMANDED BY BUSINESS EDITORS IN 1938

By MARGARET A. BARTLETT
Managing Editor, Bartlett Service

"It's got to be good!"

The editor of a national trade journal was referring to the type of article which in 1938 will find favor with trade journal editors.

He elaborated: "By good, I mean factual—and fresh. It must be clearly, concisely, told, and be of sound, practical value to the particular trade."

Nothing exactly new in that—except the force with which it was said.

A. D. Michael, of *Progressive Grocer*, emphasized his belief, too. "Business writers in 1938 must dig under the surface even more than before, and give meaty, practical merchandising aid to readers."

Other editors commented: "There must be more emphasis on merchandising methods;" "Give us more basic information, facts and figures;" "The writer must give more bed-rock information than an editor can get by writing a letter."

That latter statement is highly significant. There are all too many (from the business writer's standpoint) editors who have discovered that they can get by mail information sufficient to create a name-and-fact article. How did they discover this? By writing in the first place for additional facts to supplement the superficial material sent in by a man or woman hoping to make a living at writing for the trade papers. Every submitted article must be *complete*. It must be far more than interest-arousing; it must answer every question as to "how." It must be *better* than an editor could possibly obtain in any other way.

(Wm. C. Pank, editor of *Hotel Bulletin*, informs that he obtains 90% of his editorial material by correspondence. He would like to buy from free-lances but finds out of all material submitted only enough that is right to make up 10% of his articles.)

On the whole, editors are of the opinion that about as much material will be bought this year as last. None contacted predicted heavier purchases; a few predicted lower. One of the latter was *Office Appliances*. Wrote W. S. Lennartson, associate editor, "Editorial plans call for considerable reduction in number of manuscripts purchased. Most of our material will be developed by our own staff members. The logical result is that only exceptional manuscripts will be accepted."

Trend is toward shorter manuscripts. It is the exceptional article today that goes beyond 1200 words. Whereas formerly 1000 words were standard for the feature of average importance, the requirement today is for the story to be told in 750 words.

Pictures loom as a more serious problem than ever before. Pictures are demanded to complete every story. Brief "ideas" can be far better told by a picture and few words of caption. Yet pictures cannot be "any old shot." They must be complete in themselves, a whole story sharply told. It takes many shots by the amateur to get the "just right" picture—and the \$1.50 to \$2.00 generally paid for a shot doesn't take into consideration wasted film and minutes. First-class commercials range from \$3 to \$5 and should only be taken on specific order. Rates for

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EVERYDAY ASTROLOGY
THE PHANTOM DETECTIVE
POPULAR WESTERN
POPULAR DETECTIVE

DETECTIVE NOVELS MAGAZINE
THRILLING RANCH STORIES
THRILLING WONDER STORIES
MASKED RIDER WESTERN
BLACK BOOK DETECTIVE
MECHANICS AND HANDICRAFT

pictures have not increased, \$2 being most common picture-payment.

Outstanding change ushered in by 1938 was in *Dry Goods Economist*, now *Department Store Economist*. Long a leading magazine, it now appears in tabloid news style. Fashion trends occupy much space. Features are on important current subjects of vital interest to department store officers, written by men and women in high authority. Correspondents throughout the country keep wires hot with information on best selling items, sale forecasts, etc. Outstanding promotions are stripped almost to recipe form.

Little difference in rates is predicted for 1938, except as shortening of articles brings smaller checks

than formerly. The number of publications that pay a first-class rate for ideas, regardless of how few words are required to tell them, is still very limited. "The same rates as formerly" often means that a writer who has best conformed to length requirements, is making from 25% to 50% less than when he was allowed to elaborate more.

Yet, withal, there is still opportunity in business paper writing for the man or woman keenly interested in business and business problems, with the ability to dig out facts and present them clearly, concisely, honestly. No longer can one say, "Oh, write for the business papers? Why, anyone can do that!" Today's articles *must be good!*

WILL NEW MOVIE CONTRACT ALTER STORY REQUIREMENTS?

By C. CLIFTON POWERS
Manager of the Plot Genie

THE CURRENTLY announced contract between Macfadden Publications and one of the big motion-picture producers, to make motion pictures from *True Story* and *Liberty* magazine stories, means something to the fictioneer. Elaborate exploitation through the 18 million circulation of the combined Macfadden publications is a feature of the contract—which means that they intend to "put it over."

It is only by implication that the effect of such a move can be estimated. Your guess is probably as good as mine, but here is mine:

Liberty's requirements may be altered in some degree, with an eye to obtaining the best camera fodder as well as reading material. The writer who plays this market will do well to acquaint himself with movie technique and the elements that enter into the transposition of the written word to the screen.

As for *True Story*, many elements definitely required for the fully plotted story are lacking in the typical "confession." This would indicate that one of two things will have to be done to stabilize this portion of the proposed program. Either plotting must be introduced into the confession tale, or it must be rewritten beyond recognition for purposes of picturization. For the selling writer then, it seems only logical to put more plotting than heretofore into his confession yarns. Incidentally, this can scarcely fail to improve them. And whatever the effort saves in required rewriting for screen adaptation is likely to be appreciated.

All of which is speculation, but this is one more of those straws that indicate a pleasant breeze blowing favorably for the free-lance writer who is alert to his opportunities.



For 80 years Street & Smith have extended the "Open Door" to all new writers. Practically without exception, every great American novelist has enjoyed the helpful kindness extended to them by Street & Smith's "Open Door" policy.

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Street & Smith's numerous magazines offer opportunity for every writer of fiction. By their media, each writer optimistically looks forward to pierce the dense haze of uncertainty.

THE PASSING SHOW—ACT TWO

By DAVID RAFFELock

Director The Simplified Training Course

WHAT is to be expected of the writer in the forthcoming twelve months? Little that is different from the past year. Again will be the same emphasis on light, entertaining, escape fiction; the pulps wanting the obvious escape of simple objective action, the slicks an equal amount of wish-fulfillment but of a subtler variety, the quality books providing escape from stern reality through distinctive writing, deep probing of unimportant subjects.

Sesile writers who care not to move from their placid base will ask no more; to supply the demand, whatever it be, is sufficient.

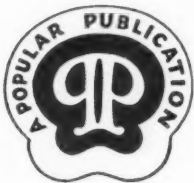
But something new is in the air, something is stirring in mankind, which even writers may feel, as indeed some have, for Ralph Bates, Ramon Sender, Andre Malraux, for example, found pen insufficient, are now fighting with sword as well for democratic Spain. Others are writing from the honest soil of realistic experience; John Dos Passos, Ernest Hemingway, William Carlos Williams, Mike Gold, to name a few American writers, feel that they are themselves participants of life, not disdainful, aloof or cynical observers of the "passing show of humanity."

They realize that the man on the street is not precisely the same as once he was. He now watches such movies as "Dead End," "Boy of the Streets," "They Won't Forget." He sees pictures of the inequality of rich and poor, of the needlessly bad housing and subsistence levels of exploited poor in *Look, Life, Click, See*; he reads one of the score of labor papers telling of a philosophy of life that includes even the poorest of men, and it does not involve inheriting the earth—after death. Press, movies, theater, and books are stir-

ring the sluggish thoughts of men, and the mass of mankind is beginning to think new thoughts, to grasp dimly its prodigious strength.

This may be of no concern to the fiction writer; indeed he may be as the pulp author who told this writer that he didn't care to read much or to ponder on social, economic, or other problems as they would unfit him for his fiction writing. Yet it is of vital concern to writers who are also alive, vibrating to the tremendous drama of a world in flux. To these the new requirements of man are a challenge, and they eagerly accept it. It gives them an opportunity to be more honest and decent, for now they may begin to see realistically. Now they may begin to present anthropological truths, showing that the blood of all men is mixed in *homo sapiens*, that black and yellow and white races are essentially the same in racial inheritance; that the day laborer is not inferior man doing menial work, but a potentially equal human being who at present has little if any chance of rising above his station; that wealth and social position are not criteria of enlightenment or culture; that among men have grown myths and mendacity and pseudo-truths that debase and degrade much of mankind.

These truths *must* be said, it is the writer's task to say them. Too long he has been a sterile vaudevillian, putting on his act to the accompaniment of advertising announcements. This stage he cannot abandon and still earn his living, but he can be more forthright, a purveyor of some truth along with his sweet little powders that provide a painless exit from a life so real that it hurts most persons.



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THE CHANGING LITERARY TIDES

By LOUISE RICE

Writer and Literary Agent

THE agent who constantly is in and out of publishing offices and who knows a large number of writers who specialize in different fields, is apt to perceive a change in literary tides before they can be even suspected by persons with less opportunities for close observation.

The opinions about what the year will bring to writers and the publishing world are presented here for what they may or may not be worth. Having predicted such changes for the last twenty-three years and not been very wrong at any time, I have some natural confidence in them.

The Pulp World. Many strings of pulps have vanished in the last three years, and there are rumors at the present time about the withdrawal of various numbers from among the prominent strings.

As against that, there is the undoubted fact that pulp publishers are at last facing the fact that they are underestimating their public. Quite a number of old pulps have made the first improvement in years in 1937, bringing in new writers, and encouraging the old standbys to do their best, instead of asking from them rubber-stamp variations. My suggestion to authors who deal with the pulps is that they make ready for a somewhat higher standard, and that they begin writing the story which has more characterization, and more atmosphere and more of the careful wording of the "slicks." The time has come for a real writer of detective stories to make a big splash in the pulps and I believe that there is a faint indication that pulp owners are vaguely seeing it.

No writer of experience ever laid the onus of a low level of production on the unfortunate editor. The owner—he who puts up the money—and very often his close associate, the advertising manager, are the people who actually set the pace for each magazine which they own. The editor may have his own ideas and in time may gain acceptance of them, but sometimes he does not.

The slicks have brought a great deal of success to many who were originally pulp writers. McKinlay Kantor, writing good horror stories and excellent detectives, graduated from the pulps and went over to the slicks, but not with pulp material. I think—but am not sure—that the pulps will begin soon to make a slight difference in payment between the run-of-the-mill pulp writer and the exceptional writer.

The love-story magazine, of the pulps, shows two diametrically different trends. One is to the production of far better love stories, with more characteriza-

tion and novelty of plot, and the other to the introduction of "sexy" elements in magazines which are supposed to be aimed at the young and unmarried girl. On the other hand, the directly sexy magazines show a tendency to fade from view by the two's and three's.

The Women's Magazines. The shift in this special literary world is very decided. It is toward less emphasis on the "sweetly feminine" and toward a more robust and sophisticated attitude. *Pictorial Review*, which was once owned by a German who told his editors—"Put in about vimmin und babies—dot is all vimmin care about"—is now in hands which believe that women have vastly more interests than that. The



"YOU'LL HAVE TO BRING YOUR STORY BACK LATER; WE'RE OUT OF REJECTION SLIPS."

attitude of this magazine is to call a spade a spade, and also to include many articles in its issues which would once have been thought outside of "woman's sphere." *Woman's Home Companion*, under the venerable Gertrude Lane, continues to be far more conservative, and *McCall's* has retained its suburban flavor; but there are hints in some of its articles and stories that it is, like *Pictorial*, beginning to believe



NEW

writers can expect prompt and sympathetic consideration in submitting their manuscripts to

RED CIRCLE MAGAZINES...

Newsstand Publications, Inc.
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• Western Fiction Publishing Co., Inc.
RKO Bldg., Radio City, New York City

Complete Western Book—Western Novel and Short Stories—Two-Gun Western—Western Fiction Magazine—Six-Gun Western—Gunsmoke Western—Quick-Trigger Western Novels—Best Western—Western Short Stories—Sky Devils—Mystery Tales—Real Sports—Complete Sports—Sports Action—Best Sports—Star Sports—Modern Love—Detective Short Stories—Complete Detective—Real Confessions.

LOOK FOR THE RED CIRCLE on the COVER!

How to Write for KEN

SUBJECT: Anything on which you know (or can find out) "the inside story," that isn't generally known and hasn't been printed. But it must not be (A) too technical to be generally understood or (B) libelous if you can't prove it or (C) too involved to make fast exciting reading. It needn't necessarily be an exposé or a de-bunk job (though both are welcome if sound) but it must be either a little-known or generally misunderstood aspect of a subject that is of general interest, and one that either is naturally (or can be made by unusual treatment) sensational and stimulating to the average reader. For instance, an "inside story" of how a baby-carriage factory works would be dull and of no interest. But an "inside story" of a baby-carriage factory that is actually making machine-guns on the sly—that's more like it.

INTRODUCTION: None! A Ken article should start *in medias res*. It can't approach its point by slow pedestrian paragraphs. It should start right in with a narrative hook, a startling statement, a provocative question—to catch the reader's interest in the first paragraph, if not in the first sentence. If an article that is accepted for Ken does not start this way, the editors will cut out all the preamble anyway, and let it begin where it starts to "come alive."

TREATMENT: As much like fiction as the factual content will permit. Points should be put over by projection, wherever possible, with flat declarative explanation held down to the irreducible minimum. While fiction, as such, will not be used in Ken, the most welcome type of article is the one that *competes* with fiction in pace, readability, and dramatic presentation of its content.

ANECDOTES: Wherever and whenever possible. One relevant anecdote, pointed enough to stick in the reader's mind, is worth twenty paragraphs of citation and exposition.

DOCUMENTATION: Like plumbing, it should be there, but out of sight. Ken articles must be accurate and authoritative and the author should have a basis in fact, research or experience, for his every statement. But it needn't, in fact shouldn't, be dragged in to support the statement in the text of the article itself. Remember that Ken articles must run, or at least maintain a brisk trot—must never creep.

LENGTH: As Lincoln said of men's legs—"long enough to reach the ground." In other words, not one word longer than necessary. Ken does not pay by word rate, and Ken's editors will tighten up a prolix script by cutting, so the author had better make it lean and muscular in the first place. This does not mean that

adjectives are unwelcome—Ken prizes the illuminating adjective, the colorful phrase. But cluttering phraseology that slows up the pace, that does nothing to lend vividness to the piece, is out—or will be before it achieves print. From fifty words to five thousand—in no more and no fewer words than it takes to tell it well. No penalty in price for keeping it short; no premium for padding.

PAYMENT: On acceptance, in three classes, as follows: Class A, \$1000—for the prime, and probably rare, piece that rings the bell both on sensational content and full realization of its dramatic possibilities in the presentation of its subject matter; Class B, \$500—for the good workmanlike job that meets all the specifications made in the first six paragraphs above and has what the editors deem sufficiently compelling subject value to cause discussion and consequent word-of-mouth advertising for Ken; Class C, \$100-\$250—for run-of-mine material that the editors find acceptable but not outstanding; at the lower extreme of the class will be pieces on which the editors really buy merely the idea, because the presentation fails to meet Ken's standards and will require re-writing; at the upper end of the price class will be the articles that may be deemed passable as features but not star attractions.

Length will have no bearing on grading for payment—a 1000 word script may fall into Class A, as a 5000 word script may fall into Class C. Neither will big names affect the grading. An unknown may be offered Class A payment, and a Big Name may be offered Class C rates, on a take-it-or-leave-it basis.

GENERAL DO'S: Try to find the combination of subject-matter and "inside" angle of approach that will make the reader whistle under his breath and say "Ah-ha, so now it comes out," or "That's what I always wondered about." If you can manage this, your piece is a cinch for Class B rates and an odds-on bet for Class A. Try to incorporate at least one highly memorable, highly quotable, incident or anecdote or punch-point. Try to tell the reader at least one thing about your subject on which you would be willing to bet a little of your own money that he's never heard it before, or at any rate never come across it in print.

GENERAL DON'TS: Don't editorialize. Ken has six working editors, including Paul de Kruif and Ernest Hemingway, so the "editorial we" is truly plural and almost over-crowded. Don't try think-pieces. Don't try "essays." Don't try encyclopaedic pieces that smell of text-books and library reading-rooms. And don't, please, take offense at these don'ts—they only reflect our eagerness to get as many scripts as possible in the A class.

Address all scripts to

ARNOLD GINGRICH

Ken Editor

C/o Esquire-Coronet, Inc.

919 N. Michigan, Chicago

that women are interested in practically everything that men are—in addition to their own special world of home and babies.

General Magazines. A great influx of the purely pictorial magazine has begun. This is following the influence of Europe, where the famous old pictorial magazines of France, Germany and England have long been popular. As is always the case, the thing is being overdone and the fall of some of the contenders is inevitable. The field for writers is poor in such magazines. Many writers, however, have cameras, and if they can think up "pictures that tell a story," or amusing pictures to which there is tacked a little clever text, they can find a side-line in the pictorials.

The trend in the weeklies is more and more to get down and talk to the average man and woman. Since the death of Mr. Lorimer, the *Post* has altered subtly and is now open to new writers in a way that it has not been for many years. *Colliers* is featuring the detective story and the intimate love story, and *Liberty* has taken on a rather more personal and intimate attitude since Fulton Oursler began writing the back-of-the-book salutations to the public. I look to see this trend increased.

The Book World. There was never a time in the history of publishing when the various firms offered so diverse a list, each season. Old, dry standards are changing rapidly. People who have something vital to say can get a hearing, even if they are not offering the regulation type of book. Witness, "Wake Up and Live," "Live Alone and Like It," Dale Carnegie's book on friendships, "Mathematics for the Millions" and so on.

Psychology, the problems of human relations, voca-

tional guidance, books on spiritual problems—all are swinging into the front line of successes, and writers who lean to this sort of work should dust off the typewriter and their brains and get going.

Juveniles are putting up higher standards, especially for the 'teen ages. Books for little children remain standard and about the same; but publishers are complaining that the books written for the boy and girl of from ten to sixteen are very poor. Children of these ages are very different from those of the same periods of twenty years ago. The radio has especially contributed to their development, so that books written for them have to be very nicely balanced between the almost adult viewpoint and not-too young viewpoint.

Radio. I predict that this year will at long last see the regular writers having a chance at scripts for the radio. Like the motion picture in its early days, the radio has too long persisted in using what it calls "our own people," for scripts. The stupidity of the average story script is in sharp contrast to the superb average orchestration, for instance. Writers should follow the broadcasts, note the sponsors and try to make this market. One point not understood by writers unfamiliar with this field is that it is not always wise to write the sponsor, for the material is invariably placed through an advertising agency. In fact, in offering ideas for scripts or the scripts themselves, writers will sometimes, though not always, make a good contact with agencies.

The general opinion I have of the publishing world is that the tastes of the public are demanding better and better stuff and that publishers are beginning to wake up to the fact.

THE NEW TREND IN JUVENILES

By WILL HERMAN

Juvenile Writer and Instructor

THERE is a new trend in the Juvenile Field—a trend in keeping with modern times. It is a very definite trend of getting away from many of the very rigid tabus. It is a trend toward stories more in keeping with modern teaching psychology instead of the old wishy-washy type of thing which used to be inflicted upon the youthful reading public. It is a trend toward *better* stories.

Basically, the Juvenile Story is a Lesson Story. But no longer is the lesson a part of the story. The lesson is a *result* of the story. No longer do the characters in the Sunday-school juveniles talk in heavy moralizing strains. Instead, the conversation is natural, and action predominates. The lesson value must be a subtle one. The reader must not realize that he is

reading a story with a lesson. But when he has finished the reading—he must have read a character-building story with a subtle vein of moral propaganda between the lines.

Where once editors frowned upon contractions, they are now being condoned. This makes for a more natural conversation. Even slang expressions—if not too radically slang—may be used occasionally. And this is a far step from the rigid rules of the Sunday School publications of yesteryear.

Boys and girls were formerly given their own separate publications. Boys remained in boys' publications, and girls in girls' publications. Now, many of the publishing houses are combining their boy-and-girl publications into single publications for both sexes. This, too, is a far step. Editors are beginning to appreciate that boys and girls have mutual interests, and are naturally friendly and comradely.

What does all this mean? It means that stories for the juveniles must be more adult in tone. They must be *real stories* first, and character-building second. They must be in keeping with modern teaching principles. They must be written on a level with the intelligence of the readers, and not "written down" to the "dear little itty-bitsy darlings."

Writers who can supply this new demand in the juveniles—who can supply stories with real plot and action and reader-interest—will find a ready home in this field, with markets open and payment fair enough. The writer who can really find the requirements of this specialized field—in period of prosperity or recession—should be able to sell a full one hundred per cent of his output.

\$100.00 for a Short Story

Try your hand at turning a plot into a short story—serious or humorous! A few minutes of writing can bring you \$100, \$50, \$25 or any one of twenty-five other valuable rewards. Read the rules first.

FOR RULES AND DETAILS

Tear out this ad; write your name and address in the margin, and mail AT ONCE to REYNAL & HITCHCOCK, INC., 386 Fourth Ave., New York, N. Y. Contest closes April 1, 1938.

VIEWING THE YEAR AHEAD

By ADELINE M. ALVORD

Hollywood Agent

A SURVEY of the Hollywood scene, studio by studio, brings some interesting information from editors. There will be little change as to types.

Indications point to another year of spectacular dramatic and musical productions. More attention will be given to characterization. Exploitation value in any story counts. Greater merit must be found in plot and theme.

Drama and melodrama will lead, with sophisticated types a close second. Topical stories gleaned from headlines and craft novels dealing with specialized high-tension industrial occupations will continue. As always there will be a fair sprinkling of Westerns, but those made by the major studios will be of an historical epic nature. "The Texan" is a fair example of this type. Sea stories and air stories must be outstanding and ring true. Mystery yarns never go out of style. Fantasy will be represented to some extent. Juveniles will again find a place on major schedules. Increased production of featurettes and novelty shorts is to be looked for.

The coming year will see more comedies scheduled. They will not be the exaggerated "goofy" comedies of the past, but will contain more story and situation. "The Awful Truth" exemplifies the type. Musical comedies will continue strong. "Doctor Rhythm" typifies these. Straight gangster melodramas will be relegated to program pictures. Political pictures will be rare.

Original stories written directly for the screen led

the buying in 1937 and it is predicted that more than 50 per cent of the material to be used during the 1938 season will be taken from originals.

The best-selling novels, the plays that are Broadway "hits"—usually from the pens of professional authors—will always have a place on the screen because of the wide publicity which they have already gained, even though in most instances the story or play must be greatly revised to be made suitable for filming. The wise author learns to "slant" his material toward the needs of the screen, that he may enjoy the added revenue from the sale of picture rights.

Writing continues as the most important single asset in the production of pictures. Producers are striving more than ever before for better stories, better told. Hollywood is out of the formula and the follow-the-hit type of production. Gone are the days of producers jumping on a successful idea, brought into pictures by competing studios, in an effort to cash in on the original that was a success; so, indeed, they are digging for better plots, more original treatments, and paying little attention to the hit of yesterday and efforts at its duplication.

Writers within listening radius of KVOO, 1140 Kilocycles, Tulsa, Oklahoma, will find the fifteen minute broadcast of Bob DeHaven, sport announcer and writer of Western stories, on "Writers and Readers," entertaining and informative. These are given each Thursday evening: the time, subject to change, is 11:30 P. M., as this is written.



We always have a light in our window and place our thickest mat at our door to welcome true talent, whether it be recognized or just new-born.

Our extensive roster of magazines makes it almost a certainty that your brain-children will find a home with us. Why not make us prove our words? Send us your next story.

Dell tempts the meritorious writer with (1) Quick reading (2) Top rates (3) Payment upon acceptance.

This is our list:

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Film Fun

DELL PUBLISHING COMPANY INC.
149 MADISON AVE. NEW YORK

THE AUTHOR & JOURNALIST'S LITERARY MARKET TIPS

GATHERED MONTHLY FROM AUTHORITATIVE SOURCES

The Country Press, 1501 Broadway, New York, which publishes *Daring Detective*, *Startling Detective Adventures*, *Dynamic Detective*, and *True Police Cases*, announces a broadening of its editorial policy which makes this organization the most receptive market in the fact detective field, according to Leonard W. Diegre, editor. He explains: "Heretofore the four magazines have confined their contents almost exclusively to solved murder stories. Hereafter the editors will welcome any crime story of sufficient interest and drama, regardless of whether or not it involves a murder. While the emphasis will continue to be placed on murder cases, the new policy will embrace such stories as exceptional counterfeit plots, swindles, bank holdups, career stories of outstanding police officers—in short, any major crime story that can be built into a readable, thrill-packed story. All cases, of whatever kind, must be solved. In addition, Country Press has decided to award a bonus of from \$10 to \$25 for exceptional stories. This will be paid over and above the regular word rate, which varies from 1½ to 2 cents. The usual Country Press service of check or rejection in ten days will, of course, be continued. All stories must be accompanied by photographs. Three dollars will be paid to the author for every photograph used. The constant demand for stories, together with the liberal rates and the prompt payment, makes Country Press a very lucrative market. The editors are more than willing to work with newcomers, give them tips on possible story sources, guide them in the handling of their material, and in other ways prove helpful whenever possible. To avoid duplication and to save needless work, it is advisable to query the editor before submitting a story. Query blanks will be furnished immediately on request."

Ken, 919 N. Michigan Ave., Chicago, the new news-bi-weekly of the Esquire-Coronet Co., edited by Arnold Gingrich, is now open for submission of material. Its specialized requirements, and schedule of rates paid, ranging from \$100 to \$1000 per article, are set forth in detail in the full-page advertisement appearing in this issue of the A. & J.

Highway is the title chosen for the new juvenile periodical issued by the Christian Board of Publication, Beaumont and Pine Sts., St. Louis. This magazine replaces *Boys' Comrade* and *Girls' Circle*, and is for both boys and girls of high-school age. Frances Woolery is editor. Short-stories 2000 to 2500 words, serials of eight to ten 2500-word chapters, illustrated articles, 100 to 1000 words, verse, and miscellany are used. Payment is at \$3.50 per thousand words, on acceptance.

Modern Romances, 149 Madison Ave., New York, of the Dell group, now uses, in addition to short-stories, three and four-part serials of 5000 to 7500 words per installment, and book-length novelettes of 18,000 words, also short lengths around 1200 words in length. Helen J. Day edits this magazine, devoted to first-person, real-life material. Rate paid, 2 cents a word, on acceptance.

Radio Stars, 149 Madison Ave., New York, of the Dell group, is no longer using "fan" stories, but specializing in candid pictures, news, and staff-written departments. Lester C. Grady is editor.

Jack Dempsey's Magazine, 480 Lexington Ave., New York, is announced by the News Guild Publishing Co., Inc. Ned Brown, associate editor, writes that this new smooth-paper monthly seeks sports articles on timely subjects, personality sketches on athletic figures, ranging from 1000 to 1500 words, also sports cartoons and unusual photos. Payment is at 1 cent up, on acceptance.

Radio News, 608 S. Dearborn St., Chicago, under its new ownership (the Ziff-Davis Publishing Co.), will cover a much wider scope than heretofore. B. G. Davis, editor, wants articles running from briefs of 300 words to features of 3000 words, and is also in the market for a wide range of photographs. Payment is now promised on acceptance, at 1 to 2 cents per word.

Modern Mechanix, 1501 Broadway, New York, is in the market for "news shorts," writes Robert Hertzberg, editor. "These are single photographs of new inventions, household gadgets, unusual machines, automobile and airplane scenes, labor-saving devices, unusual hobbies, etc. The accompanying text should not exceed 100 words. The rate of payment for these pictures is \$5 each."

Ideal Publishing Corp., 18 E. 48th St., New York, has replaced Bilbara Publishing Co., which recently took over *Personal Romances*. For this magazine, first-person romances with glamorous background, of the confession type, are desired. Length limits, 2500 to 6500 words. M. C. Kelley is editor and rates are announced as 1 cent a word, payable on publication. The company also publishes *Movie Life*, devoted to pictorial material, which is not in the market for outside contributions, and *Modern Movies*, edited by Wm. T. Walsh. This latter uses picture-fan articles; no fiction; paying 1 cent a word on publication.

Photo-Facts, 1501 Broadway, New York, is a picture magazine issued by Fawcett Publications, Inc. Ralph Daigh, managing editor, states: "*Photo-Facts* is a 'pocketbook of knowledge' intended to educate and entertain. Stories are mostly assigned by the editor. However, suggested topics from contributors are welcome before the articles are written. Rates are 2 cents a word."

Better Understanding, for the Hard-of-Hearing, has moved from Hayward, Calif., to Oakland, Calif., where its address is P. O. Box 1184. Harvey Foreman, editor, writes: "We want stories and articles with hard-of-hearing slant, poetry, and humor. Payment is on acceptance; poetry at 10 cents a line, other material at ½ cent a word. No gangster material, and no photos. We report within two weeks."

Achievement, 2908 N. Troy St., Chicago, is announced as a monthly edited by Eugene Robert Andre. He states: "We want human-interest stories of achievement containing 'big names' or unusual circumstances. Original styles in presentation are welcome. In fiction we can use short-shorts which contain idealism in amplification but with no pointed morals or didacticism. No unsolicited poetry. Material is paid for the month following publication; rate of payment will depend on reader interest value and literary quality."

(Continued on page 28)

THE AUTHOR & JOURNALIST'S HANDY MARKET LIST

FOR LITERARY WORKERS ♦ ♦ PUBLISHED QUARTERLY

MARCH, 1938

The Handy Market List is designed to give, in brief, convenient form, the information of chief importance to writers concerning periodical markets. Constant vigilance is exercised to keep this list up to the minute. New publications, changes of address, and changes of editorial policy are closely followed in preparing for each quarterly publication. A few obvious abbreviations are employed; M-20 means monthly, 20 cents a copy; 2-M, twice monthly; Bi-M, bi-monthly; W, weekly; Q, quarterly, etc. Numbers indicate preferred word limits. Acc. indicates payment on or reasonably soon after acceptance; Pub., payment on or after publication. First-class rates, around 5 cents a word or better; good rates, an average around 1 cent or better; fair rates, around ½ cent; low rates, under ½ cent. Editor's name is given when available. When possible the name of magazine is followed by a key-word indicating the publishing house banner under which magazine is issued. S. & S. indicates Street & Smith; Doubleday indicates Doubleday, Doran & Co.; etc. The notation "Slow" or "Unsatisfactory" after a listing is a warning that delays in payment or non-payment for material have been reported; writers submit manuscripts to such markets at a risk. All editors insist upon the enclosure of return postage, preferably stamped, addressed envelopes.

LIST A

General periodicals, standard, literary, household, popular and non-technical, which ordinarily pay on acceptance at rates of about 1 cent a word or better.

- Ace G-Man Magazine**, (Popular) 205 E. 42nd St., New York. (Bi-M-10) Short-stories, novelettes 9000, novels 15,000, involving activities of G-men. Rogers Terrill, Ed. director; Loring Dowst, Ed. 1c, Acc.
- Ace High**, (Popular) 205 E. 42nd St., New York. (M-10) Fast-action old-west adventure short-stories up to 6000, novelettes 11,000, novels 18,000; Western fact articles 1000. Rogers Terrill, Ed. director; Willard Crosby, Ed. 1c up, Acc.
- Ace Sports**, (Ace Mags.) 67 W. 44th St., New York. (M) All sports, college and pro, 3 months in advance of season. Shorts 5000 or less, novelettes 9000-13,000; strong character conflict, woman interest. No first-person. Fact fillers. A. A. Wyn. 1c up, Acc. or shortly after.
- Action Stories**, (Fiction House) 461 8th Ave., New York. (Bi-M-20) Fast-moving, dramatic Western short-stories, 3000-12,000; novelettes; some woman interest. Malcolm Reiss, 1c up, Acc.
- Adventure**, (Popular) 205 E. 42nd St., New York. (M) Distinctive adventure short-stories, novelettes. Howard Bloomfield. 1½c up, fillers 1c, Acc.
- Air Trails**, (S. & S.) 79 7th Ave., New York. (M-15) Modern aviation short-stories; novels arranged for; air articles 2000-3000. C. B. Colby. 1c up, Acc.
- All-American Fiction**, (Munsey) 280 Broadway, New York. (M-15) General fiction, all types and locales; romance, adventure, mystery, sports, unusual and off-trail. Short-stories 1000-7000; novelettes 10,000-15,000; short novels 25,000-40,000. George W. Post. Good rates, Acc.
- All Story**, (Munsey) 280 Broadway, New York. (W-15) Dramatic, emotional love short-stories, heroine's viewpoint, 4000-7000, novelettes up to 12,000; short serials 25,000-30,000. Miss Amita Fairgrieve. Good rates, Acc.
- All Western**, (Dell) 149 Madison Ave., New York. (M-20) Dramatic Old-West short-stories 5000, novelettes 10,000-15,000, romantic interest, humor; occasional "tall tales." Arthur Lawson. 1½c up, Acc.
- Amazing Stories**, (Ziff-Davis) 608 S. Dearborn St., Chicago. (Bi-M-25) Science-fiction short-stories 2000-5000, novelettes 10-12,000; novels 15-20,000; non-fiction science articles 500-1500. B. G. Davis. 1c, Acc.
- American Magazine, The**, (Crowell) 250 Park Ave., New York. (M-25) Short-stories 3500 to 6000; serials 50,000; short shorts 1500 to 1800; mystery novelettes 20,000 to 25,000; "Vignettes" under 500. Articles usually arranged for or staff-written. Sumner N. Blossom; Albert Benjamin, fiction Ed. Good rates, Acc.
- American Mercury, The**, Ridgefield, Conn. (M-25) Reviews, comment, essays; serious and political articles, short-stories, 3000, verse. Paul Palmer. 3c up, Acc.
- Argosy**, (Munsey) 280 Broadway, New York. (W-10) Good fiction, every variety, sound characters, romantic elements, colorful background. Short-stories 1000-7000; novelettes 10,000-25,000; serials up to 90,000 (installments 10,000-12,000). Chandler Whipple. Good rates, Acc.
- Asia**, 40 E. 49th St., New York. (M-35) Interpretive articles on oriental life, politics, art, culture, exploration and thought, Russia included, 1800-3800. Oriental fiction; translations. Richard J. Walsh. 2c, Acc.
- Astounding Science Fiction**, (S. & S.) 79 7th Ave., New York. (M-20) Science-fiction short-stories up to 6000, novelettes 10-12,000 and 15-18,000; serials 24-60,000. John W. Campbell, Jr. 1c up, Acc.
- Atlantic Monthly**, 8 Arlington St., Boston. (M-40) Essays, human-interest articles; sketches, short-stories, verse; high literary standard. Ellery Sedgwick. Good rates, Acc.
- Ballyhoo**, (Dell) 149 Madison Ave., New York. (M-15) Humorous short-stories, cartoons, gags. Norman Anthony. Good rates, Acc.
- Black Mask**, (Warner) 515 Madison Ave., New York. (M-15) Realistic, convincing, natural, action fiction in crime-detective field, likable, he-man heroes; all lengths, short shorts to novelettes, up to 18,000. Fanny Ellsworth. Good rates, Acc.
- Blue Book**, (McCall) 230 Park Ave., New York. (M-15) Western, mystery, adventure short-stories, novelettes, serials. Real-experience contests. Donald Kennicott. 2c up, Acc.
- Breezy Stories and Youngs**, 55 W. 3rd St., New York. (M-20) Love short-stories with sex interest. 4000-5000; novelettes 8000-10,000. Phi Painter. 1c, Acc.
- Canadian Home Journal**, 71 Richmond St. W., Toronto, Ont. (M-10) Short-stories up to 5000; 4 pages to detect; articles of interest to Canadian women 2500. W. Dawson. Good rates, Acc.
- Captain Satan**, (Popular) 205 E. 42nd St., New York. (M) Short detective-adventure stories 3000-6000; novel arranged for. Wm. Fay. 1c up, Acc.
- Champion Sports**, (Ace Mags.) 67 W. 44th St., New York. (Bi-M) All sports, college and pro, 3 months in advance of season. Short-stories up to 5000, novelettes 10,000 and 15,000; strongly plotted; character conflict; no first-person stories. Fact fillers. A. A. Wyn. 1c, Acc.
- Chatelaine**, (Maclean) 481 University Ave., Toronto, Canada. (M-10) Short-stories of love, married-life problems parental problems, mystery, adventure, 3500-5000; short serials. Articles, Canadian woman interest, up to 2000. Byrne Hope Sanders. 1c up, Acc. or Pub.
- Clues-Detective Stories**, (S. & S.) 79 7th Ave., New York. (M-10) Rapid-action detective short-stories up to 5000; novelettes 9000-15,000, woman interest permitted. Anthony M. Rud. 1c up, Acc.
- College Humor** (Thrilling) 22 W. 48th St., New York. (M-15) Humorous articles, short-stories, sketches, miscellany; cartoons. Robert A. Tines. Good rates, Acc.
- Collier's**, (Crowell) 250 Park Ave., New York. (W-5) Short-stories up to 5000; serials up to 60,000; articles on popular questions of the day 3500-5000; short short-stories. Wm. L. Chenery. First-class rates, Acc.
- Columbia**, 45 Wall St., New Haven, Conn. (M-10) Knights of Columbus publication. Articles on contemporary science, travel, sport, topics of general interest for men 2500-3500; action short-stories 5000; verse. John Donahue. 1 to 3c, Acc.
- Commentator, The**, 101 Park Ave., New York. (M-25) Feature articles based on current news, 400-1800; fillers; sport stories; occasional humor. Lowell Thomas, Ed.; Hawthorne Daniel, Mng. Ed. Good rates, Acc.
- Coronet**, (Esquire-Coronet) 919 N. Michigan Ave., Chicago. (M-35) Articles of believe-it-or-not type, essays on cultural subjects, 1500-3000; short-stories 1000-3000; fact items 100-400; photos. Arnold Gingrich. Average \$100 per article, Acc.
- Cosmopolitan Magazine**, (Hearst) 959 8th Ave., New York. (M-25) Outstanding short-stories 5000-7000; short shorts 1000-2000; novelettes 10,000-20,000; serials 50,000-60,000; book-length novels and non-fiction features. Articles of cosmopolitan interest 2000-4000. Harry Payne Burton. First-class rates, Acc.
- Country Gentleman**, (Curtis) Independence Sq., Philadelphia. (M-10) Short-stories up to 6500; serials; articles 3000-4000; articles for women; humorous sketches; jokes. Philip S. Rose. First-class rates, Acc.
- Crime Busters**, (S. & S.) 79 7th Ave., New York. (M-10) Fiction dealing with conflict between the law and underworld. John L. Nanovic. 1c up, Acc.
- Cue**, 6 E. 39th St., New York. (M) Articles up to 1500 concerned with New York metropolitan and suburban activities, personalities, entertainment. Drawings, photos, occasional witty or satirical verse. Fillmore Hyde. Up to 5c, Acc.
- D. A. C. News**, Detroit Athletic Club, Detroit, Mich. (M-25) Humorous short-stories, articles, up to 1500; verse, jokes, fillers, art work, cartoons; cartoon ideas. Chas. A. Hughes. First-class rates, Acc.
- Dare-Devil Aces**, (Popular) 205 E. 42d St., New York. (M-10) Thrilling Western-front air short-stories 3000-6000, novelettes 10,000-12,000. Wm. Fay. 1c up, Acc.
- Daring Detective** (Country Press) 1501 Broadway, New York. (M-5) All types dramatic fact crime stories with photos up to 5000; must have woman interest; love crimes, triangles, etc. Leonard W. Diegre. 1½ to 2c, photos \$3, Acc. Advisable to query.
- Detective Fiction Weekly**, (Munsey) 280 Broadway, New York. (W-10) Detective, crime, mystery short-stories 1000-7000; novelettes 10,000-25,000; serials 40,000-80,000. Fact stories of murder mysteries 2000-6000. Charles Ingberman. 1½c, Acc.
- Detective Novels**, (Thrilling) 22 W. 48th St., New York. (Bi-M-10) Detective novels, 25,000; short-stories. Leo Margulies, Ed. director. 1c up, Acc.
- Detective Story Magazine**, (S. & S.) 79 7th Ave., New York. (M-20) Detective short-stories 2500-5000; novelettes up to 15,000. Anthony M. Rud. 1c up, Acc.
- Detective Tales**, (Popular) 205 E. 42nd St., New York. (M) Emotional short-stories, crime background up to 4000; detective-mystery-menace novelettes 5000; novels 15,000; dramatic situations, famous detective action. Rogers Terrill, Ed. director, Loring Dowst, Ed. 1½c up to 3000, 1c up over 3000, Acc.

- Dime Detective Magazine**, (Popular) 205 E. 42d St., New York. (M-20) Mystery, action short-stories 5000, emphasizing menace and horror; novelettes 10,000-15,000. Kenneth White. 1c up, Acc.
- Dime Mystery**, (Popular) 205 E. 42nd St., New York. (M-10) Thrills, chills, mystery, action in novels 17,000; novelettes 9000-10,000; short-stories up to 5000; love interest. Rogers Terrill, Ed. director; Loring Dowst, Ed. 1c up, Acc.
- Dime Sports**, (Popular) 205 E. 42d St., New York. (M-10) Sport short-stories 4000-6000; novelettes 10,000-12,000, youthful collegiate or professional players, actual games featured. Woman interest not desirable. Submit three months ahead of season. Alden H. Norton, 1c up, Acc.
- Dime Western Magazine**, (Popular) 205 42d St., New York. (M-10) Vigorous, human Western short-stories 2000-6000; novelettes 10,000; novels 18,000; girl interest, realistic characterization. Rogers Terrill, Ed. director; Mike Tilden, Ed. 1c up, Acc.
- Doc Savage Magazine**, (S. & S.) 79 7th Ave., New York. (M-10) Action-adventure, modern-Western short-stories up to 6000, American heroes, any locale. John L. Nanovic. 1c, Acc.
- Double Detective**, (Munsey) 280 Broadway, New York. (M-15) Mystery, crime, detective short-stories 1000-7000, novelettes 10,000-15,000, complete novels 40,000-45,000. Preston Grady. Good rates, Acc.
- Dynamic Detective**, (Country Press) 1501 Broadway, New York. (M-10) All types dramatic fact crime stories with photos up to 5000. Leonard W. Diegre. 1½ to 2c, photos \$3, Acc. (Query.)
- Elks Magazine**, 50 E. 42d St., New York. (M-20) Adventure. Romance, Western, Mystery, historic short-stories; articles on up-to-date subjects, 5000; cartoons. John K. Tener; Coles Phillips. \$100 to \$300, Acc.
- Esquire**, (Esquire-Coronet) 919 N. Michigan Ave., Chicago. (M-50) Sophisticated unsentimental articles; masculine viewpoint; essays, sketches, short-stories, 1500-3000; cartoons, cartoon ideas. (No women writers.) Arnold Gingrich. 3c to 10c, Acc.
- Everyday Astrology** (Thrilling) 22 W. 48th St., New York. (M) Astrological articles, largely staff-written. Good rates, Acc.
- Farmer's Wife Magazine**, 61 E. 10th St., St. Paul, Minn. (M-5) Articles for farm women of general and household interest; general features; short-stories especially for young women, short serials, verse, cartoons. F. W. Beckman. 2c up, Acc.
- Federal Agent**, (Dell) 149 Madison Ave., New York. (M-10) Realistic, emotional, action short-stories of G-men, postoffice inspectors, narcotic squad, treasury sleuths, and other government departments; 4500-6000, novelettes 9000-12,000. Arthur Lawson. 1½c, Acc.
- Fight Stories**, (Fiction House) 461 8th Ave., New York. (Q-20) Ring-action short-stories, novelettes, Malcolm Reiss. 1c up, Acc. (Overstocked except on current-interest ring articles.)
- Five Novels**, (Dell) 149 Madison Ave., New York. (M-20) Western, adventure, sport, mystery, romantic novels 18,000-20,000, love interest. F. A. McCasney. 1½c, Acc.
- Foreign Service**, Broadway at 54th St., Kansas City, Mo. (M) Official publication V.F.W. Short-stories of interest to A. E. F. veterans based on fact or personal experience, up to 2500. Barney Yanofsky. 2c up, Acc.
- For Men Only**, (Fawcett) 1501 Broadway, New York. (M-25) Short, gusty fiction, articles with male appeal, 2000-2500; fillers, cartoons, cartoon ideas. Fred J. Feldkamp. Liberal rates, Acc.
- Photo**, (Dell) 149 Madison Ave., New York. (M-10) Photos in various fields; series. John M. Richmond. Good rates, Acc.
- Frontier Stories**, (Fiction House) 461 8th Ave., New York. (Q-20) Adventure short-stories, novelettes, fact-stories, preferably of covered-wagon days. Malcolm Reiss. 1c up, Acc.
- Front Page Detective**, (Dell) 149 Madison Ave., New York. (M-25) True stories of detective investigations, preferably under official by-lines; also exposes and first-person stories by criminals. Hugh Layne. 1½c to 2c, photos \$2.50, Acc.
- Fun For One**, (Popular) 205 E. 42nd St., New York. (M) Original, clever puzzles. Jerome S. Meyer. Good rates, Acc.
- Globe**, 315 Guardian Bldg., St. Paul, Minn. (Bi-M-25) Intimate material of travel and local color. Vignettes of colorful municipalities, various parts of world; translations; short-stories with typical local backgrounds; personalized reports on people and places, up to 3000; photos, fillers, jokes, art work, cartoons, cartoon ideas. J. W. G. Dunn, Jr. 1c up, Acc.
- G-Men**, (Thrilling) 22 W. 48th St., New York. (M-10) Glamorous short-stories around activities of Federal Bureau of Investigation 1000-6000; novelettes 7000-10,000. Leo Margulies. 1c up, Acc.
- Good Housekeeping**, (Hearst) 57th St. and 8th Ave., New York. (M-25) Young love short-stories up to 5000; serials. Overstocked on articles and verse. W. F. Bigelow. 5c up, Acc.
- Harper's Bazaar**, 572 Madison Ave., New York. (M-50) Light, humorous articles on social phases; love, domestic topics; short-stories; verse. George Davis. Good rates, Acc.
- Harper's Magazine**, 49 E. 33d St., New York. (M-40) Human-interest articles; essays; short-stories 4000-7000; serials up to 60,000; verse. Lee F. Hartman. First-class rates, Acc.
- High Heel**, (Utem Pubs.) 404 4th Ave., New York. (M-15) Not too sexy, romantic young-love short-stories 1000-3000. M. R. Reese. 1½c up, Acc.
- Holland's, The Magazine of the South**, Main and 2d Sts., Dallas, Tex. (M-10) Articles of interest to Southern women 1000-1500; love, outdoor, domestic short-stories 4000-5000; serials 60,000-80,000; verse. Claude Wier. 1½c up, photos \$2 up, Acc.
- Horoscope**, (Dell) 149 Madison Ave., New York. (M) Astrological articles, largely staff-written. Good rates, Acc.
- Horror Stories**, (Popular Pubs.) 205 E. 42d St., New York. (Bi-M-15) Mystery, terror short-stories up to 6000; novelettes 10,000-15,000. Rogers Terrill, Ed. director; Loring Dowst, Ed. 1c up, Acc.
- Household Magazine**, 8th and Jackson Sts., Topeka, Kan. (M-20) Household and general articles, short-stories about 1000, also 2500 to 5000; serials 20,000 to 50,000; overstocked with verse. Nelson Antrim Crawford. 2c up, verse 50c line, Acc.
- Inside Detective**, (Dell) 149 Madison Ave., New York. (M-20) True stories of crime investigation under official by-line, 1000-6000; preferably with woman interest. W. A. Swanburg. 1½c to 2c, photos \$2.50, Acc.
- Jack Dempsey's Magazine**, 480 Lexington Ave., New York. (M) Sport articles on timely subjects, personality sketches on athletic figures, 1000-1500; sports cartoons, unusual sports photos. Jack Dempsey; Ned Brown. 1c up, Acc.
- Ken**, (Esquire-Coronet) 919 Michigan Ave., Chicago. (M) Thrilling, stimulating "inside" stories up to 5000. Arnold Gingrich. \$100 to \$1000, Acc.
- Knockout**, (Popular) 205 E. 42nd St., New York. (Bi-M-15) Short-stories of the prize ring 2000-6000, novelettes 8000-10,000. William Fay. 1c up, Acc.
- Ladies' Home Journal**, (Curtis) Independence Sq., Philadelphia. (M-10) Articles 3000 to 5000; short-stories 5000 to 7000, serials, short lyric verse. Bruce Gould, Beatrice Blackmar Gould. First-class rates, Acc.
- Lariat Story Magazine**, (Fiction House) 461 8th Ave., New York. (Bi-M-20) Fast moving, colorful stories, ranch-and-range locale, 10,000; good woman interest. Malcolm Reiss. 1c up, Acc.
- Leatherneck**, Marine Barracks, 8th and 1 Sts., Washington, D. C. (M-25) Marine corps adventure short-stories, 3000-6000. Frank H. Rentrow. 1c, Acc.
- Liberty**, (Macfadden) Channin Bldg., New York. (W-5) Romantic, adventure, humorous short-stories, youthful appeal, 1000-5000; serials about 42,000; timely human-interest articles. Fulton Oursler. First-class rates, Acc.
- Life**, 135 E. 42d St., New York. (W-10) Human-interest news photos, cover photos, photo fillers. Willard D. Morgan. Contributions Ed. \$5 up, Acc.
- Literary Digest**, The, 233 Fourth Ave., New York. (W-10) Short timely articles tied up with news 1000-2500; photos. Largely staff-prepared. David P. Page. Good rates, Acc.
- Lone Eagle**, The, (Thrilling) 22 W. 48th St., New York. (Bi-M-10) Thrilling war-air and modern air short-stories 1000-6000. Leo Margulies, Ed. director. 1c up, Acc.
- Look**, Des Moines, Ia. (Bi-W-10) Photos of intense human interest and action. Vernon rope. \$5 up, Acc.
- Love and Romance**, (Macfadden) Channin Bldg., New York. (M-15) True, first-person short-stories 1500-7500; serials 15,000-35,000. Henry Lieberman. 2c to 4c, Acc.
- Love Book Magazine**, (Popular) 205 E. 42nd St., New York. (M-10) Glamorous young love short-stories, novelettes, 3000-12,000; little verse. Jane Littell. 1 to 2c, Acc.
- Love Fiction Monthly**, (Ace Mags.) 67 W. 44th St., New York. (M-10) Plausible, well-written love short-stories 2500-6000; strongly dramatic novelettes 8000-12,000. Romantic verse. Rose Wyn. 1c up, verse 25c line, Acc.
- Love Romances**, (Fiction House) 461 8th Ave., New York. (Q-20) Romantic short-stories, novelettes. Malcolm Reiss. 1c up, Acc.
- Love Story Magazine**, (S. & S.) 79 7th Ave., New York. (W-10) Modern love short-stories 3500-5000; novelettes 6500; 2 to 4-part serials, installments 5000-7000; verse up to 16 lines. Daisy Bacon; Esther J. Ford. Good rates, Acc.
- Maclean's**, (Maclean) 481 University Ave., Toronto, Canada. (2M-5) Short-stories, Canadian interest—love, romance, sea, mystery, adventure, outdoor, up to 5000; serials 30,000-65,000. Articles of Canadian interest. H. Napier Moore. 1c up, Acc.
- Mademoiselle**, (S. & S.) 1 E. 5th St., New York. (M-25) Short-stories of smart young women, age 17 to 30, 1500-3000; articles up to 2500; light, brisk, personality sketches; cartoons. Betsy Talbot Blackwell. 2c, \$50 per short-story, Acc.
- Master Detective**, The, (Macfadden) Channin Bldg., New York. (M-15) True crime stories 4000-7000. John Shuttleworth. 2c, photos \$1 to \$5, Acc.
- McCall's Magazine**, (McCall) 230 Park Ave., New York. (M-10) General and household articles, 2500; short-stories 5000-7500, serials 50,000. Otis L. Wise. First-class rates, Acc.
- Modern Romances**, (Dell) 149 Madison Ave., New York. (M-10) First-person, real life short-stories up to 7500; 3 and 4 part serials 6-7500 per installment; short lengths 1200. Helen J. Day. 2c, Acc.
- National Geographic Magazine**, 1156 16th St., N. W. Washington, D. C. (M-50) Official journal National Geographic Society; articles on travel and geographic subjects; photographs. Gilbert Grosvenor. First-class rates, Acc.
- National Home Monthly**, (Home Pub. Co.) Bannatyne and Dagmar Sts., Winnipeg, Man., Canada. (M-10) illustrated feature articles; short-stories, 3500-6000; novelettes, serials 40,000-60,000; verse. L. E. Brownell. Good rates, Acc.
- New Republic**, The, 40 E. 49th St., New York. (W-15) Articles on current social, political, economic questions 1500 to 2500; sketches of character background 1000; short-stories 1500; exceptional verse. Bruce Bliven. 2c, Acc.
- New Yorker**, The, 25 W. 43rd St., New York. (W-15) Short-stories and humor 400 to 2000; factual and biographical material up to 2500; verse. Good rates, Acc.
- North West Romances**, (Fiction House) 461 8th Ave., New York. (Q-20) North-west trading, trapping, logging, etc., short-stories and novelettes with romantic flavor. Malcolm Reiss. 1c up, Acc. (Overstocked.)
- Official Detective**, 731 Plymouth Court, Chicago. (2M) True detective crime-detection stories under official by-line 5000-7000; photos. Harry Keller. 2c, Acc.
- Operator No. 5**, (Popular) 205 E. 42d St., New York. (M-20) Secret service short-stories up to 5000; lone-handed struggle against large foreign espionage odds. Rogers Terrill, Ed. director; Moran Tudury, associate. 1c, Acc.
- Parents' Magazine**, The, 9 E. 40th St., New York. (M-25) Articles on family relationships, child care, etc. 2500-3000. Clara Savage Littlefield. 1 to 1½c. Acc.; jokes, pointers for parents, recipes, childhood and teen-age problems, \$1 each, Pub.
- Pennac**, The, Rittenhouse Square, Philadelphia. (M-25) Sport articles, storyettes, humor 1000 to 1500. M. A. Kelly. 1c, photos \$1 up, Acc. (Overstocked.)
- Phantom Detective**, The, (Thrilling) 22 W. 48th St., New York. (M-10) Fast-action detective, crime short-stories 1000-6000. Leo Margulies, Ed. Director. 1c up, Acc.
- Photo-Facts**, (Fawcett) 1501 Broadway, New York. (M) Stories mostly on assignment; suggestions welcome. Ralph Daigh. 2c, Acc.

Pictorial Review Combined with Delineator. (Hearst) 57th St. at 8th Ave., New York. (M-10) Articles of interest to women 2500-3500; short stories, serials 60,000; book-length novels; occasional verse. Herbert R. Maves. First-class rates, Acc.

Pipe & Pouch. 79 Madison Ave., New York. (M-controlled) Articles on smoking topics; fillers, poetry. Good rates, Acc.

Popular Detective. (Thrilling) 22 W. 48th St., New York. (Bi-M-10) Detective short-stories, 1000-6000; novelettes 7000-10,000; short novels up to 20,000. Leo Margulies. 1c up, Acc.

Popular Love. (Thrilling) 22 W. 48th St., New York. (Bi-M-10) Smart, sophisticated love short-stories, from girl angle, 1000-6000, novelettes 8000-10,000. Leo Margulies. 1c up, Acc.

Popular Sports. (Thrilling) 22 W. 48th St., New York. (Bi-M-10) Sport short-stories 1000-6000, novelettes 7000-8000; one short novel each issue, 15,000. Mature angle, slight woman interest allowed. Leo Margulies. 1c up, Acc.

Popular Western. (Thrilling) 22 W. 48th St., New York. (Bi-M-10) Western short-stories 1000-7000; novelettes 8000-10,000; short novels up to 15,000. Leo Margulies. 1c up, Acc.

Railroad Magazine. (Munsey) 280 Broadway, New York. (M-15) Short-stories, novelettes, first-person true tales, railroad background, including electric lines and trolley cars, 1500-15,000. Railroad poetry, masculine appeal, no wrecks. Query on fact articles. Freeman H. Hubbard. 1½c up, verse 25c line, Acc.

Ranch Romances. (Warner) 515 Madison Ave., New York. (Bi-W-15) Western love short-stories 4000-6000; novelettes 10,000-12,000; novels 25,000-30,000; serials under 60,000; fillers up to 5,000; verse. Fanny Ellsworth. 1c, Acc.

Rangeland Romances. (Popular) 205 E. 42d St., New York. (M-10) Emotional love short-stories, old West, woman's viewpoint 5000, novelettes 9000, novels 15,000, articles 10,000. Rogers Terrill, Ed. director; Willard Crosby, Ed. 1c up, Acc.

Reader's Digest. Pleasantville, N. Y. (M-25) Digests of published articles; buys some outstanding original articles. Good rates, Acc.

Real Detective. 250 Park Ave., New York. (M-25) True illustrated crime stories; 5000-6000; authenticated exposes. Arthur Melford. 1½c, photos \$2 to \$3, Acc.

Redbook. (McCall) 230 Park Ave., New York. (M-25) Short-stories, serials, complete novels, novelettes, feature articles. Edwin Balmer. First-class rates, Acc.

Romance. (Popular) 205 E. 42nd St., New York. (Bi-M-10) Glamorous young love short-stories, novelettes, 3000-12,000. Jane Littell. 1c up, Acc.

Romantic Detective. (Trojan) 125 E. 46th St., New York. Detective short-stories, lively girl interest, up to 5500, novelettes to 10,000. 1c, Acc.

Romantic Magazine. (Fawcett) 1501 Broadway, New York. (M-10) First person, confession short-stories, strong romantic sex angles 4000-7000, serials up to 15,000, articles 3000-4000; short shorts 1000-2500. Miss Mary Lou Butler. 1½ to 3c, Acc.

Romantic Range. (S. & S.) 79 7th Ave., New York. (M-10) Western love short-stories 4000-5000, novelettes 10,000-15,000. Marion E. Millhauser. 1c up, Acc.

Rotarian. The, 35 E. Wacker Drive, Chicago. (M-25) Authoritative articles on business and industry, social and economic problems, travel sketches, humor, essays, 1500-2000. Little fiction used. Leland D. Case. First-class rates, Acc.

Saturday Evening Post, The. (Curtis) Independence Sq., Philadelphia. (W-5) Articles on timely topics 3000-5000; short-stories 5000-9000; serials up to 90,000; lyric and humorous verse; skits, cartoons. Wesley Winans Stout. First-class rates, Acc.

Scribner's Magazine. 570 Lexington Ave., New York. (M-25) Significant, lively short-stories, articles, 2000-5000; personality articles; photos, fillers. Harland Logan. Good rates, Acc.

Secret Agent "X". (Ace Mags.) 67 W. 44th St., New York. (M-10) Detective, G-man short-stories 2000-5000; novelettes 10,000, sinister note, menace, horror. Rose Wyn. 1c, Acc.

Secrets. (Ace Mags.) 67 W. 44th St., New York. (M) Dramatic, first-person stories from real life. shorts 3000-6000, novelettes 9000-12,000. Rose Wyn. 1c, Acc.

See. 480 Lexington Ave., New York. (2-M) Photos of general interest. Indefinite rates, Pub.

Shadow Magazine. (S. & S.) 79 7th Ave., New York. (2M-10) Action detective short-stories 1500-6000, detective or police heroes. John L. Nanovic. 1c, Acc.

Short Stories. 9 Rockefeller Plaza, New York. (2-M-25) Adventure, mystery, outdoor short-stories up to 6000, novelettes 10,000-12,000; complete novels; serials 25,000-60,000; fillers 50-500. True adventures up to 1000. Dorothy McIlwraith. 1c up, Acc.

Silk Stocking Stories. (Utem Pubs.) 404 4th Ave., New York. (M-15) Not too sexy, romantic young-love short-stories 1000-3000. M. R. Reese. 2c, verse 25c line, Acc.

Sky Fighters. (Thrilling) 22 W. 48th St., New York. (Bi-M-10) Thrilling air-war short-stories 1000-6000, novels 15,000. Leo Margulies. Ed. director, 1c up, Acc.

Smart Love Stories. (S. & S.) 79 7th Ave., New York. (M-10) Love short-stories 4000-6500; serials 20,000-30,000. Daisy Bacon, Esther J. Ford. Good rates, Acc.

Spicy Adventure Stories. (Culture Pubs.) 900 Market St., Wilmington, Del. (M-25) Exotic adventure short-stories involving girls and love up to 5000. Lawrence Cadman. 1c, Acc.

Spicy Detective Stories. (Culture Pubs.) 900 Market St., Wilmington, Del. (M-25) Thrilling detective short-stories up to 5000, strong girl interest. Lawrence Cadman. 1c, Acc.

Spicy Mystery Stories. (Culture Pubs.) 900 Market St., Wilmington, Del. (M-25) Mystery short-stories with girl interest 2500-5500, eerie and terror angles. Lawrence Cadman. 1c, Acc.

Spicy Western Stories. (Culture Pubs.) 900 Market St., Wilmington, Del. (M-25) Western short-stories, up to 5000, realistic girl-love interest. Lawrence Cadman. 1c, Acc.

Spider. The, (Popular) 205 E. 42nd St., New York. (M-10) Short-stories up to 5000 of volunteer crime fighters. Novel arranged for. Rogers Terrill, Ed. director; Moran Tudury, associate. 1c up, Acc.

Sports Novels. (Popular) 205 E. 42nd St., New York. (M) Sport novelettes 10,000; short-stories 5000-6000; fact articles 3000. Wm. Fay. 1c up, Acc.

Sport Story Magazine. (S. & S.) 79 7th Ave., New York. (2M-10) Competitive sport short-stories up to 5000; novelettes 10,000 (query on serials, articles). Ronald Oliphant. Good rates, Acc.

Stag. 570 7th Ave., New York. (M) Sophisticated, sports, controversial, fad-suggesting articles, essays, short-stories 2500-4000; verse, fillers, photos, cartoons. F. Hecht, Mng. Ed. 1c or by arrangement, Acc.

Startling Detective Adventures. (Country Press) 1501 Broadway, New York. (M-15) All types dramatic true detective stories, 1000-5000; serials 2 to 3 parts, 4000-5000 each installment; photos essential. Convict, police cartoons. Leonard W. Diegre. 1½ to 2c, photos \$3 up, cartoons \$5, Acc. (Query.)

Star Western Magazine. (Popular) 205 E. 42d St., New York. (M-15) Dramatic, emotional, colorful short-stories of the old west, girl interest, up to 6000; novelettes 10,000; novels 18,000. Rogers Terrill, Ed. director; Mike Tilden, Ed. 1c up, Acc.

Sweetheart Stories. (Dell) 149 Madison Ave., New York. (M-10) Modern young-love short-stories, strong conflict, 1500-5000; novels 25,000-30,000, novelettes 10,000-20,000; serials 40,000-50,000. Helen MacVichie. 1 to 1½c, Acc.

Ten-Story Love Magazine. (Ace Mags.) 67 W. 44th St., New York. (M) Dramatic love short-stories 2000-6000; novelettes 8000-10,000. Rose Wyn. 1c up, Acc.

10 Story Western. (Popular) 205 E. 42nd St., New York. (M-10) Dramatic human-interest Western short-stories up to 5000; novelettes 9000; novels 15,000. Rogers Terrill, ed. director; David Manners, Ed. 1c up, Acc.

Terror Tales. (Popular) 205 E. 42d St., New York. (Bi-M-15) Mystery-terror short-stories with eerie overtones, love interest, 5000; novelettes 10,000; novels 17,000. Rogers Terrill, ed. director; Loring Dowd, ed. 1c up, Acc.

Texas Rangers. (Thrilling) 22 W. 48th St., New York. (Bi-M-10) Fast-moving, action-packed short-stories, Western law man's viewpoint, 1000-6000. Leo Margulies. 1c up, Acc.

This Week. (United Newspaper Mag. Corp.) 420 Lexington Ave., New York. (W) Adventure; romantic, mystery short-stories 1500-5000; short illustrated articles on popular science, adventure, sports, glamorous personalities, and subjects that make for a better America, 1000-1800; fillers 200-1000; cartoons. Mrs. William Brown Meloney. First-class rates, Acc.

Thrilling Adventures. (Thrilling) 22 W. 48th St., New York. (M-10) Action short-stories 1000-6000; novelettes 8000-10,000; novels 15,000-20,000. Foreign locales; American heroes; slight woman interest. Leo Margulies, Ed. Director. 1c up, Acc.

Thrilling Confessions. (Thrilling) 22 W. 48th St., New York. (Bi-M-10) Sensational, somewhat sexy first-person love stories 1000-8000. Leo Margulies, Ed. director. 1c, Acc.

Thrilling Detective. (Thrilling) 22 W. 48th St., New York. (M-10) Action-detective short-stories 1000-6000; novelettes 7000-10,000; novels 15,000-20,000. Leo Margulies. 1c up, Acc.

Thrilling Love Magazine. (Thrilling) 22 W. 48th St., New York. (M-10) Love short-stories 1000-6000; novelettes 8000-10,000; novels 15,000, girl's viewpoint. Leo Margulies, Ed. Director. 1c up, Acc.

Thrilling Mystery. (Thrilling) 22 W. 48th St., New York. (Bi-M-10) Horror-terror stories, detective-mystery angle, woman interest, 1000-10,000. Query on 20,000-word lead novels. Leo Margulies. 1c up, Acc.

Thrilling Ranch Stories. (Thrilling) 22 W. 48th St., New York. (M-15) Romantic action Western short-stories, novelettes 1000-10,000, novels 20,000; mostly girl's viewpoint. Leo Margulies. 1c up, Acc.

Thrilling Sports. (Thrilling) 22 W. 48th St., New York. (Bi-M-10) Sport short-stories 1000-6000, novelettes 7500-10,000; mature angle, woman interest allowed. Leo Margulies. 1c up, Acc.

Thrilling Western. (Thrilling) 22 W. 48th St., New York. (M-10) Action-packed thrilling Western short-stories 1000-6000; novelettes 8000-10,000; novels 15,000-20,000. Slight girl interest permissible. Leo Margulies. 1c up, Acc.

Thrilling Wonder Stories. (Thrilling) 22 W. 48th St., New York. (Bi-M-15) Pseudo-scientific adventure stories up to 10,000. Leo Margulies. 1c up, Acc.

True. (Country Press) 1501 Broadway, New York. (M) Sensational, illustrated articles of wide general interest. First and third person fact detective stories, exposes of vice and graft, tales of high adventure, some sex; must be accompanied by photographs, 1000-5000. George Scullin. 1½ to 2c, photos \$3, Acc.

True Confessions. (Fawcett) 1501 Broadway, New York. (M-10) First-person, confession short-stories 4500-6000, based on sex problems; novelettes 20,000, serials up to 15,000; articles covering social problems, love, marriage, divorce. Miss Beatrice Lubitz. 1½c to 3c, Acc.

True Detective Mysteries. (Macfadden) Chanin Bldg., New York. (M-25) True detective, crime stories with actual photos, under official by-line, 4000-7000; serials, installments of 6000-7000. Send for detailed instructions and case cards. John Shutleworth. Basic rate 2c, photos \$2 to \$5, Acc.

True Experiences. (Macfadden) Chanin Bldg., New York. (M-10) True first-person short-stories, serials 15,000-35,000. Henry Lieferant. 2c up, Acc.

True Love Magazine. (Popular) 205 E. 42nd St., New York. (M) First-person confession stories, based on dramatic love problems, swift-moving definite plots, 4000-10,000. Cordelia B. Makarius. 1c up, Acc.

True Romances. (Macfadden) Chanin Bldg., New York. (M-20) True first-person short-stories 1000-8000; true-story serials 15,000-35,000. Henry Lieferant. 2c up, Acc.

True Story Magazine. (Macfadden) Chanin Bldg., New York. (M-15) True first-person short-stories; serials 25,000-40,000. William Jourdan Rapp. 2c, Acc.

Vogue, Incorporating Vanity Fair. (Nast) 420 Lexington Ave., New York. (2M-35) Articles on unusual travel, social activities, fashionable women's interests; essays on fads, foibles, etc., 1500-2000; photos. Edna W. Chase. Good rates, Acc.

Western Aces. (Ace Mags.) 67 W. 44th St., New York. (M) Emotional Western short-stories up to 5000; novelettes 10,000 and 15,000, with strong human interest—range, outlaw, mines, etc. A. A. Wyn. 1c up, Acc. or shortly after.

Western Romances, (Dell) 149 Madison Ave., New York. (M-20) Romantic Western short-stories 4500-6000; novelettes 10,000-20,000. Arthur Lawson. 1½c. Acc.

Western Story Magazine, (S. & S.) 79 7th Ave., New York. (W-10) Western short-stories up to 5000; complete novels 20,000; serials up to 80,000, 12,000 word installments. Jack Burr. Good rates, Acc.

Western Trails, (Ace Mags.) 67 W. 44th St., New York. (M-15) Western action short-stories with mystery slant and woman interest up to 5000; novelettes 10,000-15,000. No first-person stories. A. A. Wyn. 1 to 2c. Acc. or shortly after.

Wild West Weekly, (S. & S.) 79 7th Ave., New York. (W-10) Typical "Wild West" short-stories 3000-6000, novelettes 12,000-14,000. Ronald Oliphant. Good rates, Acc.

Wings, (Fiction House) 461 8th Ave., New York. (Q-20) War-air novelettes 15,000. Malcolm Reiss. 1c up, Acc.

Woman's Home Companion, (Crowell) 250 Park Ave., New York. (M-10) Women's and household interests. Articles, short-stories 2500-6000, serials up to 70,000. Gertrude B. Lane. First-class rates, Acc.

Woman's World, 461 8th Ave., New York. (M-10) Articles on women's interests, 1000-2000; short-stories 1500-4000; short verse. R. M. Wallace. Good rates, Acc. (Overstocked.)

World Observer, 11 W. 42nd St., New York. (M-25) Articles, essays, editorials, 1500-3000, designed to help build international understanding; verse. Florence Brobeck, M. Ed. \$50 for articles, \$35 or less for shorts, verse \$5 and \$10, Acc.

Your Life, The Popular Guide to Desirable Living, 354 4th Ave., New York. (M-25) Inspirational, helpful articles on living, 1200-2500; verse; fillers. Douglas Lurton. First-class rate, Acc.

LIST B

General periodicals which (a) pay on publication, or (b) pay less than 1 cent a word, or (c) are chronically overstocked, or (d) offer a very limited market, or (e) concerning which our information is indefinite.

Action-Packed Western, (Double-Action) 60 Hudson St., New York. (M-15) Western short-stories, novelettes, novels. Cliff Campbell. ¼ to 1½c. Pub. *

Actual Detective, 731 Plymouth Court, Chicago. (M) Fact stories of crimes involving women. Rates not at hand.

Adventure Novels, (Double-Action) 60 Hudson St., New York. (Bi-M-15) Western, adventure, detective short-stories, novelettes, up to 30,000. Cliff Campbell. ¼ to 1½c. Pub.

America, 329 W. 108th St., New York. (W-10) Articles on topics of current interest affecting Catholics, factual, reasoned, constructive, 2000; short modern verse. Rev. Francis Talbot, S.J. \$25 per 2-page article, Pub.

American Cookery, 221 Columbus Ave., Boston 17. (M-15) Short articles on domestic science 2000-3000; essays 1000-2500; short-stories 1000-3000. 1c up, Acc.

American Detective Cases, (Artvision) 551 5th Ave., New York. (M-25) Fact stories on current crimes 5000-8000, with pictures, official by-lines. Robert Borden. 1½c. photos \$3. Pub.

American Hebrew and Jewish Tribune, 48 W. 48th St., New York. (W-15) Articles on outstanding Jewish personalities, short-stories of American Jewish life, novelettes. Joseph H. Biben. ¼c up, photos \$1 up, Pub.

American Press, The, 225 W. 39th St., New York. (M-10) Success stories of newspapermen, problems and solutions in newspaper production; dramatic reportorial experiences. Percy B. Scott. Indefinite rates, Pub.

American Review, The, 231 W. 58th St., New York. (M-25) Reviews, articles, comment. Prefers query. Seward Collins. 1c. Pub. (Slow reports.)

American Scholar, The, (Phi Beta Kappa) 145 W. 55th St., New York. (Q-50) Scholarly, non-technical articles, essays, about 3000; brief accounts of scholarly scientific projects; poems. Wm. Allison Shimer. About \$4 printed page, shortly after Acc.

American Spectator, The, 132 W. 31st St., New York. (Bi-M-15) Feature articles, satire, dealing with current events, politics, literature, science, up to 2000. Max Lehman. 1c. Pub.

American Way, The, 1501 E. Douglas Ave., Wichita, Kans. Short-stories, articles, on electricity and electric appliances in the home, up to 1200. H. R. Laufermilk. ¼c up, Pub.

Arcadian Life, Caddo Gap, Ark. (M-15) Short folklore material, especially pertaining to Ozark region. Short pastoral poems. O. E. Rayburn. ¼c up, Pub.

Atlantica, 33 W. 70th St., New York. (M-15) Articles of interest to Americans of Italian origin, up to 2000; short-stories. Dr. F. Cassola. Payment occasionally at ¼c. Pub.

Avocations, 2 W. 46th St., New York. (M-25) Articles on hobbies, on assignment. H. L. Lindquist. 1c. Pub.

Bachelor, Circleville, O. (M-35) Articles, short-stories 1000-2000 on varied interests of the discerning cosmopolite; verse, photos, cartoons, cartoon ideas. Fanchon Devoe. 1c up, Pub.

Bandwagon, "The Magazine of the Southwest," Ramsey Tower Bldg., Oklahoma City, Okla. (M-15) Sophisticated sketches, satires of Oklahoma interest, 1000-1500; short verse; photos, cartoons, cartoon ideas. Martin Heflin. ¼c up, 10 days after Pub. Photos. \$2 up.

Beaver, The, Hudson's Bay House, Winnipeg, Canada. (Q-25) Articles on travel, exploration, trade, in the Canadian North, up to 2500, illustrations essential. Douglas MacKay. 1½c. Pub.

Bedtime Stories, (D. M. Pub. Co.) Dover, Del. (M-25) Spicy, snappy short-stories 2500-3500; verse, jokes, cartoons. ¼c. Pub.

Best Sports Magazine, (Red Circle) RKO Bldg., New York. (Bi-M-15) Short-stories on popular sports. O. Henry twists, 5000-10,000; novelettes 12,000-15,000. ½ to 1½c. Acc.

Best Western Magazine, (Red Circle) RKO Bldg., New York. (Bi-M-15) Western action short-stories, novels. ½ to 1½c. Acc.

Better English, 152 W. 42nd St., New York. (M-25) Articles on Better English (speech correction from physicians only), 1500-2500. Lily Sunshine Levey, associate Ed. ½ to 2c. fillers 2c. Acc.

Better Understanding, for the hard-of-hearing, Box 1184, Oakland, Calif. (M) Short-stories, articles, with an HIOI slant; verse, humor. Harvey Foreman. ¼c. verse 10c line, Pub.

Big Book Western, (Popular) 205 E. 42nd St., New York. (Bi-M-15) A few short stories 5000. Western novelettes 10,000; novels 30,000; Western fact articles 1000. Rogers Terrill, Ed. director; David Manners, Ed. ¼c. Acc.

Black Book Detective, (Thrilling) 22 W. 48th St., New York. (Bi-M-10) Material arranged for on assignment. Leo Margulies, Ed. Dir.

Blade & Ledger, 500 N. Dearborn St., Chicago. (M-10) One good short-story monthly; overstocked with articles, verse. Francis J. Cummings. Varying rates, Acc.

Blue Ribbon Sports, Double Action) 60 Hudson St., New York. (M) Sport short-stories, novelettes 2000-15,000. Cliff Campbell ¼ to 1½c. Pub.

Blue Ribbon Western, (Double Action) 60 Hudson St., New York. (M) Western short-stories, novelettes, 2000-15,000; novels 20,000-40,000. Cliff Campbell. ½ to 1½c. Pub.

B'nai B'rith Magazine, 70 Electric Bldg., Cincinnati, O. (M-15) Short-stories of Jewish interest 1500; articles and essays 1000-3000. Edward E. Grusd. 1c. Pub.

Canadian Countryman, 198 Richmond St., W. Toronto, Canada. (M) Love, adventure short-stories up to 5000. Daniel McKee. ¼c. Pub.

Canadian Geographical Journal, Brook Bldg., 172 Wellington St., Ottawa, Canada. (M-35) Illustrated geographical articles 1500-2500. Gordon M. Dallyn. ¼c up, Pub.

Canadian Magazine, 347 Adelaide St., W., Toronto, Canada. (M-10) Articles, Canadian topics, up to 3000, short-stories up to 5000; photos, cartoons, cartoon ideas. Joseph Lister Rutledge. 1c to 1c. Pub.

Christian Science Monitor, 1 Norway St., Boston. (D-3) Articles, essays, for editorial, forum, and department pages, up to 1200; poems; juvenile serials, not over 12 installments 1200 each. Average, \$7 column, Acc.

Collegiate Digest, 420 Sexton Bldg., Minneapolis, Minn. (W-5) Articles on college subjects 500; photos. Frederick J. Noer. Varying rates, photos \$3, Acc.

Commonweal, The, 386 4th Ave., New York. (W) Catholic review. Timely articles on literature, arts, public affairs up to 2000; verse up to 16 lines. Michael Williams. About 1c, verse 40c line, Pub.

Complete Detective, (Red Circle) RKO Bldg., Radio City, New York. (M) Detective short-stories, novelettes. ½ to 1½c. Acc.

Complete Northwest Novel, (Double-Action) 60 Hudson St., New York. (Bi-M-15) Action short-stories of the Northwest Mounted, logging, mining, 2000-15,000; novels 20-40,000. Cliff Campbell. ¼c to 1½c. Pub.

Complete Sports, (Red Circle) RKO Bldg., New York. (M-10) Sport short-stories, novelettes. ½ to 1½c. Acc.

Complete Western Book, (Red Circle) RKO Bldg., New York. (M-15) Western short-stories 5000-7500; novels 60,000. ¼ to 1½c. Acc.

Cowboy Romances, (Double-Action) 60 Hudson St., New York. (M) Western love short-stories, novelettes 2000-20,000. Cliff Campbell. ¼ to 1½c. Pub.

Current Digest, 152 W. 42nd St., New York. (M) Reprint, also original non-fiction articles 1500-2000. Mary Theresa Gronich. ¼ to 1c. Acc.

Current History, 63 Park Row, New York. (M-25) Articles on current political, industrial, economic, sociological trends, personalities, national and international, 2000-3000. Photos, cartoons. M. E. Tracy. 2c. Pub.

Dance, 49 W. 45th St., New York. (M-25) Articles on dancing-teaching and stage, 1200; news items; cartoon ideas. Prefers query. Paul R. Milton. 1c. Pub.

Detective and Murder Mysteries, (Associated Authors) 1008 W. York St., Philadelphia. (M-15) Short-stories 3000-5000, novelettes 10,000-12,000, novels 20,000; no sex. ¼c up, Pub.

Detective Short-Stories, (Red Circle) RKO Bldg., New York. (M-10) Detective short-stories up to 7000. ½ to 1½c. Acc.

Direction, 112 E. 19th St., New York. (M-25) Significant articles, essays, short-stories 1000-2000; art, cultural news; personal items about progressives, social workers. M. Tjader Harris, John Hyde Preston. 1c. Pub.

Double Action Gang, (Double-Action) 60 Hudson St., New York. (M) Gangster short-stories, novelettes. Cliff Campbell. ½ to 1½c. Pub.

Double Action Western, (Double-Action) 60 Hudson St., New York. (M-15) Fast-action Western short-stories, novelettes, 2000-15,000; novels 20,000-40,000. Cliff Campbell. ½ to 1½c. Pub.

Eye-Opener, (Bob Edwards) 402 Corn Exchange Bldg., Minneapolis. (M-25) Humor up to 250; jokes, jingles, cartoon roughs. Phil Rolfsen. \$1 to \$3, Pub.

Fair Winds, 173 Fiske Ave., Westerleigh, S.I., N.Y. (Q-25) Authentic stories of old sailing ships and sailors, harbor views, log books, etc. W. M. Williamson. ¼c. Pub.

Family Herald and Weekly Star, St. James St., Montreal, Quebec, Canada. (W-5) Short-stories. C. Gordonsmith, \$4 column, Pub.

Flying Aces, (Ace Mags.) 67 W. 44th St., New York. (M-15) Meaty fact articles, dramatically told, principally of modern aviation, 1500-3000; modern and war photos; aviation jokes, cartoons, short humorous verse. Herb Powell. 1c. photos \$1 up, shortly before Pub.

Fortune, 135 E. 42nd St., New York. (M-\$1) Articles with industrial tie-up. 90% staff-written. Original MSS. or source material purchased. 5c up, Pub.

Forum, 570 Lexington Ave., New York. (M-35) Controversial articles, verse. Henry Goddard Leach. Indefinite rates, Acc.

Gay Book, 201 N. Broad St., Philadelphia. (M-25) Humorous, sophisticated short-stories 1500-2000, sex slant; verse 4-24 lines; jokes, skits, cartoon ideas, cartoons, photos. Wm. H. Kofoid. ¼c to 1c, Acc.

Gay Broadway, (D. M. Pub. Co.) Dover, Del. (Q-25) Spicy short-stories with Broadway backgrounds. ¼c, Pub.

Gay Parisienne, (D. M. Pub. Co.) Dover, Del. (M-25) Snappy short-stories, sex angle, French locale 3000-3500, 3-part novelettes 10,000. ¼c, Pub.

G-8 and His Battle Aces, (Popular) 205 E. 42d St., New York. (M-10) Closed market. Wm. Fay.

Grit, Williamsport, Pa. (W-5) Clean short-stories, adventure, mystery, love, Western, etc., 1000-5000; serials. Odd, strange pictures, brief text; household articles; short illustrated articles for women's and children's pages. Howard R. Davis, \$3.50 to \$6 per short-story, articles \$2 to \$3, photos \$2, Acc.

Gunsmoke Western, (Red Circle) RKO Bldg., New York. (M) Western short-stories, complete novels 30,000-40,000. ½ to 1½c, Acc.

Home Friend and Illustrated Mechanics, The, 1411 Wyandotte St., Kansas City, Mo. (M) Illustrated articles, general interest, for small-town readers, unsophisticated, inspirational short-stories 2000-3000; poems. Leona Johnston, ½ to ¾c, illustrations 50c to \$2, Acc.

Independent Woman, 1819 Broadway, New York. (M-15) Articles expressing woman's viewpoint on social and economic problems, 1200-2000. Articles on business and professional women's problems, achievement stories, verse 2-5 stanzas. Winifred Willson. \$10-\$35 per article, verse \$2-\$3, Acc.

International Detective Cases, (Artvision) 551 Fifth Ave., New York. (M-25) Foreign detective cases, 5000 to 7000. No pictures or by-lines necessary. Robert Borden. 1c, Pub.

Intimate Confessions, (Double-Action) 60 Hudson St., New York. (M) First-person confession stories 2000-10,000. ¾ to 1½c, Pub.

Jewish Forum, The, 305 Broadway, New York. (M-35) Articles of Jewish interest, short-stories, 1000-2000; Isaac Rosen-garten, \$3 M., poems \$1 up, Pub. (Unsatisfactory.)

Judge, 16 E. 48th St., New York. (M-15) Humorous articles, satirical essays, 400-1200; humorous verse, jokes, skits, epigrams. Jack Shuttleworth. Indefinite rates, Pub. (Slow.)

Kaleidograph, A National Magazine of Poetry, 702 N. Vernon St., Dallas, Tex. (M-25) Verse, book notices. Whitney Montgomery, Valida Stewart Montgomery. Prizes.

La Paroe Stories, (D. H. Pub. Co.) Dover, Del. (M-25) Snappy short-stories, sex angle, French locale, 3000-3500, 3-part novelettes 10,000. ¼c, Pub.

Leisure, 683 Atlantic Ave., Boston. (M-15) Articles on leisure time pursuits, hobbies, 1600; photos. ¼c, Pub.

Lu-Lu, (Sun Pubs.) 529 S. Clark St., Chicago. (M) Jokes, skits, anecdotes, humorous miscellany up to 600; cartoon ideas. A. J. Gontier, Jr. 1c up, jokes 50c, picture ideas \$1, Acc.

Masked Rider Western, (Thrilling) 22 W. 48th St., New York. (Bi-M-10) Material arranged for on assignment. Leo Margulies, Ed. Dir.

Mayfair, (MacLean) 481 University Ave., Toronto, Canada. (M-25) Society, fashion, sport articles, Canadian interest. J. Herbert Hodgins, 1c, Pub.

Menorah Journal, The, 63 5th Ave., New York. (Q-1) Jewish short-stories, sketches, one-act plays, essays, poetry. Henry Horowitz, 1c up, Pub.

Modern Love Magazine, (Red Circle) RKO Bldg., New York. (M-10) Love short-stories, novelettes. ½ to 1½c, Acc.

Mothers Home Life, Winona, Minn. (M-5) Short-stories of interest to small-town and country families, 2500-3000, articles 500-1000. D. Leicht. Low rates, Pub.

Movie Humor, (Utem Pubs.) 404 4th Ave., New York. (M) Cartoons. M. R. Reese. Fair rates, Acc.

Mystery Tales, (Red Circle) RKO Bldg., Radio City, New York. (M) Horror short-stories, novelettes. ½ to 1½c, Acc.

Nation, The, 20 Vesey St., New York. (W-15) Articles on politics, literature, economics, foreign affairs up to 2400. 2c, Pub.

New Masses, 31 E. 27th St. New York. (W-15) Economic, sociological articles, Marxian standpoint; proletarian short-stories, sketches, poems, cartoons. Varying rates, Pub.

New York Woman, The, 11 E. 36th St., New York. (W) Articles. N. Y. locale, largely staff-written. Stanley Walker.

North American Review, The, 597 Madison Ave., New York. (Q-1) Short-stories of atmosphere, literary quality, American background, 6000-8000; articles, essays on arts and letters, popular science, sociology; poetry. John H. Pell. 2c, Pub.

One Act Play Magazine, 112 W. 42nd St., New York. (M-50) One act plays. William Kozlenko. \$20 each, Pub.

Opinion, 122 E. 42nd St., New York. (M-25) Articles 2500 to 3000; short-stories 2000 to 3000; Jewish interest. 1c, Pub.

Opportunity, A Journal of Negro Life, 1133 Broadway, New York. (M-15) Short-stories, articles, poetry; Negro life and problems. Elmer Anderson Carter. No payment.

Our Army, 160 Jay St., Brooklyn, N. Y. (M-25) Stimulating controversial military articles; short-stories 1000 to 1200 (no World-War fiction); jokes; cartoons; regular army background. Carl Gardner. Up to ¼c, Pub.

Our Dumb Animals, 180 Longwood Ave., Boston, Mass. (M-10) S. P. C. A. organ. Animal welfare articles, short-stories, fillers, up to 500; verse up to 24 lines, photos. Guy Richardson. ¼c up, poems \$1 up, Acc.

Our Navy, 1 Hanson Pl., Brooklyn, N. Y. (2M) Articles on modern naval subjects 2000-4000; action naval short-stories; photos. C. W. Stevenson. Varying rates, Pub.

Outwitting Handicaps, Alfred St. P. O., Box 96, Detroit, Mich. (M) Articles on achievements, rehabilitation of handicapped persons, up to 2000. Harry E. Smithson. ¾ to 1½c, Acc.

Overland Monthly and Outwest Magazine, 305 Douglas Bldg., Los Angeles. (M-25) Western interest articles, short-stories, verse. Arthur H. Chamberlain. Indefinite rates.

Paris Nights, (Associated Authors) 1008 W. York St., Philadelphia. (M-25) Short-stories 3000-5000 with sex interest, French or Parisian setting; jokes, paragraphs, cartoons. M. T. Pattie. ¼c, Pub.

Pep Stories, (D. M. Pub. Co.) Dover, Del. (M-25) Snappy short-stories 3000-3500, 3-part novelettes 10,000; sex angle. ¼c, Pub.

Personal Romances, (Ideal) 18 E. 48th St., New York. (M-25) First-person romances, confession type, glamorous background, 2500-6500. M. C. Kelley. 1c, Pub.

Philippine Magazine, 217 Dasmarias St., Manila, P. I. (M-20) Articles, essays, short-stories 1500-3000 on Philippine, Far-Eastern subjects; verse. A. V. H. Hartendorp. 1c up, Pub.

Poetry, A Magazine of Verse, 232 E. Erie St., Chicago. (M-25) High-class verse. George Dillon. \$6 page (28 lines), Pub.

Popular Psychology Guide, 67 W. 44th St., New York. (Bi-M) Inspirational articles 1000-1200. Maxine Smith. ¼c, Pub.

Private Detective, (Trojan) 125 E. 46th St., New York. (M-15) Detective short-stories, novelettes. ¾c up, Acc.

Promenade, 40 E. 34th St., New York. (M) Diverting short-stories 1500-2000; cartoons. Letitia Chaffee. 1½c up, Pub.

Psychology, 404 4th Ave., New York. (M-25) Psychological or inspirational articles, personal experience stories up to 1500. E. Field. 1c, 30 days after Pub.

Quick-Trigger Western Novels, (Red Circle) RKO Bldg., New York. (Bi-M-15) Western novelettes, novels. ½ to 1½c, Acc.

Real Charm Magazine, 480 Lexington Ave., New York. (M-25) True stories showing experiences resulting from charm up to 1100. Josephine Dunn. Rates not at hand.

Real Confessions, (Red Circle) RKO Bldg., New York. (M) Confession material. ¾ to 1½c, Acc.

Real Sports, (Red Circle) RKO Bldg., Radio City, New York. (M) Sport short-stories, novelettes. ¾ to 1½c, Acc.

Real Western, (Double-Action) 60 Hudson St., New York. (M-15) Fast-action Western short-stories, novelettes, 2000-15,000; novels 20,000-40,000. L. H. Silberkleit. ½ to 1½c, Pub.

Real Seal Western, (Ace Mags.) 67 W. 44th St., New York. (M) Western short-stories, novelettes. Rose Wyn. ½c up, Acc.

Ringmaster, 381 4th Ave., New York. (M-50) Short critical articles, satire. Harry McGuire. Varying rates, Pub.

Romantic Western, (Trojan) 125 E. 46th St., New York. (Bi-M-15) Western love short-stories, novelettes. 1c, Acc.

Rural Progress, 202 W. Monroe St., Chicago. (M-10) Illustrated feature articles of Mid-West interest; short-stories with wide appeal 1200-1800; jokes, art work, cartoons, photos. Glenn Frank. 3c average, jokes \$2 up, Pub.

Saturday Night, 73 Richmond St., W., Toronto, Canada. (W) Articles of Canadian interest up to 2000; light, humorous articles, satire. B. K. Sandwell. ¾ to 1c, photos \$2-\$3, Pub.

Scarlet Adventuress, (Associated Authors) 1008 W. York St., Philadelphia. (M-25) Sophisticated short-stories of female adventures, sex without licentiousness, 3000-5000, novelettes 10,000-12,000; novels 20,000. ½c up, Pub.

Scarlet Confessions, (Associated Authors) 1008 W. York St., Philadelphia. (M-25) Frank, intimate first-person confessions, no sordidness, 3000 up. ¾c up, Pub.

Sexology, 99 Hudson St., New York. (M-25) Medical, psychological articles preferably by physicians. David H. Keller, M.D. ½ to 1c, Pub.

Silhouettes, 303 Rosewood, Ontario, Calif. (Q-35) Good poems, articles. James Neil North. \$1 each, Acc. Prizes.

Six Gun Western, (Red Circle) RKO Bldg., New York. (M) Western novels 30,000-40,000. ½ to 1½c, Acc.

Sky Devils, (Red Circle) RKO Bldg., Radio City, New York. (M) Air-war short-stories, novelettes. ¾ to 1½c, Acc.

Smashing Western, (Double-Action) 60 Hudson St., New York. (Bi-M-15) Fast-action, dramatic, emotional Western short-stories, novelettes, 2000-15,000; novels 20,000-40,000. Cliff Campbell. ½ to 1½c, Pub.

Snappy, (D. M. Pub. Co.) Dover, Del. (M-25) Snappy, light short-stories 3000-3500, novelettes 10,000, sex angle. ¼c, Pub.

Southern Review, Louisiana State Univ., University, La. (Q-75) Articles on literary criticism, social, economic affairs; short-stories, verse. Charles W. Pipkin. \$6.65 page, verse 35c line, Pub.

Spicy Stories, (D. M. Pub. Co.) Dover, Del. (M-25) Snappy short-stories 3000-5000, 3-part novelettes 10,000. ¼c, Pub.

Sports Action Stories, (Red Circle) RKO Bldg., New York. (M) Sport short-stories 4000-7000. ¾ to 1½c, Acc.

Sports Winners, (Double Action) 60 Hudson St., New York. (M) Sport short-stories, novelettes 2000-15,000. Cliff Campbell ¾ to 1½c, Pub.

Spur, The, 515 Madison Ave., New York. (M-50) Articles, editorials on sport, travel, art, personalities, leisure interests of the well-to-do, up to 2000, usually on assignment. Arthur Edwin Krows. Average, 2c, Pub.

Star Detective, (Red Circle) RKO Bldg., New York. (Bi-M) Fast-action, hard-boiled detective stories 7000 to 10,000. ¾ to 1½c, Acc.

Star Sports Magazine, (Red Circle) RKO Bldg., New York. (Bi-M-15) Short-stories on popular sports, O. Henry twists. 5000-10,000; novelettes 12,000-15,000. ¾ to 1½c, Acc.

Stocking Parade, The, (Arrow Pubs.) 125 E. 46th St., New York. (M) Clever, sexy short-stories, 2500-3500, fictionalized articles up to 2500; verse, jokes, fillers. Fair rates, Pub.

Story, 432 4th Ave., New York. (M-25) Distinctive short-stories, "novellas." Whit Burnett, Martha Foley. Moderate rates, Pub.

Super Western, (Ace Mags.) 67 W. 44th St., New York. (M) Pioneer Western short-stories up to 6000, novelettes 10,000-12,000, novels 40,000-45,000. A. A. Wyn. ½c up, Pub.

Sure Fire Western, (Ace Mags.) 67 W. 44th St., New York. (M) Western short-stories, novelettes; novels 40,000-45,000. A. A. Wyn. ½c up, Pub.

Tattle Tales, (D. M. Pub. Co.) Dover, Del. (Q-25) Spicy, snappy short-stories 2500-3500; verse, jokes, cartoons. ¼c, Pub.

Telepathic Magazine, Suite 5, 1201 E. 55th St., Chicago. (M) Articles up to 2000 on telepathy; verse. Miss Marie Harlowe. Varying rates, Pub.

Ten Detective Aces, (Ace Mags.) 67 W. 44th St., New York. (M-10) Dramatic detective, mystery short-stories, woman interest welcome, 3000-5000; short shorts 1500-2000; novelettes 9000-13,000. A. A. Wyn. 1 to 2c, Acc. or ½c after.

10 Story Book, (Sun Pubs.) 529 S. Clark St., Chicago. (M-25) Iconoclastic, frank, sex short-stories, satires, odd stories, playlets. Harry Stephen Keeler. \$6 a story, Acc.

Ten Story Sports, (Double-Action) 60 Hudson St., New York. (M) Short short-stories, novelettes 2000-15,000. Cliff Campbell. $\frac{1}{4}$ to $1\frac{1}{2}$ ¢, Acc.

Today's Astrology, (Magna Pubs.) Mt. Morris, Ill. (M-10) Astrological articles written for laymen. Irvin Ray. $\frac{1}{2}$ ¢, Pub.

Toronto Star Weekly, 80 King St., Toronto, Canada. (W-10) Feature articles, Canadian and general appeal, up to 2500, short-stories up to 3000; love, mystery, sport, adventure themes; powerful, distinctive short-stories 3000; short shorts 1000-1500; art work. $\frac{1}{4}$ ¢ up, Acc.

Travel, (McBride) 116 E. 16th St., New York. (M-35) Illustrated travel, exploration, adventure articles 1500 to 5000; photos. Coburn Gilman. 1¢, \$1 to \$5 per photo, Pub.

Trips, The Magazine of Travel, 565 5th Ave., New York. (M-50) Largely staff-written. Query on unusual travel material, outstanding photos. James A. Clark. Varying rates, Acc.

True Gang Life, (Associated Authors) 1008 W. York St., Philadelphia. (M-15) Short-stories centering around gang life 3000 up, woman interest but subordinated. $\frac{1}{4}$ ¢ up, Pub.

Two-Gun Western, (Red Circle) RKO Bldg., New York. (Bi-M-15) Western novelettes 10,000-15,000. $\frac{1}{2}$ to $1\frac{1}{2}$ ¢, Acc.

Undercover Detective Stories, 1614 N. Broad St., Philadelphia. (M) Illustrated fact-fiction detective stories 1500-5000; fillers on crime topics 50-250. Send synopsis first. J. Clark Samuel. Indefinite rates, Acc.

Virginia Quarterly Review, 1 West Range, University, Va. (Q-75) Literary, scientific, political essays 3000-5000; occasional short-stories, verse 10-40 lines. Lambert Davis. \$5 page (350 words), verse 50¢ line, Pub.

Voyager, The, 5 Beckman St., New York. (M) Semi-fictional, humorous, sophisticated travel articles 500-1500. Demie Genaitis. Articles with photos, \$20 each, without photos, \$15, Pub. (Slow in paying and reporting.)

LIST C

Trade, technical, religious, agricultural, business, educational and other class publications.

AGRICULTURAL, FARMING, LIVESTOCK

Breeder's Gazette, Spencer, Ind. (M-10) Short-stories of success in livestock farming under 1500, including methods of feeding and management. Livestock breeding and feeding articles. R. W. Poulton, Mng. Ed. 1¢, photos \$2, Pub.

Capper's Farmer, Topeka, Kan. (M) Authenticated experience articles on farming 800-1500; jokes. Ray Yarnell, 1¢ up, jokes \$1, Acc.

Farm and Ranch, Dallas, Tex. (2M-5) Agricultural, livestock articles of the Southwest. Frank A. Briggs. $\frac{1}{2}$ to 1¢ up, Pub.

Farm Journal, The, Washington Square, Philadelphia. (M-10) Agricultural articles with photos 300 to 600; novelettes 18,000. Arthur H. Jenkins. 2¢ up, fiction 5¢ up, Acc.

Farmer Magazine, The, 713 Richmond St., W., Toronto, Canada. (M) Short-stories, rural appeal, 2500; items for farm women. C. H. Hodge. Indefinite rates, Pub.

Hatchery Tribune, Mt. Morris, Ill. (M-10) Illustrated articles on successful selling methods by hatcheries 300 to 500. O. A. Hanke. $\frac{1}{2}$ to 2¢, Acc.

Hoard's Dairyman, Fort Atkinson, Wis. (2M) Miscellany on dairying interests. W. D. Hoard. Low rates, Pub.

Iowa and Corn Belt Farmer, 422 Court Ave., Des Moines, Ia. (M) Agricultural miscellany. Paul Talbot. Indefinite rates, Pub.

Ohio Farmer, 1013 Rockwell Ave., Cleveland, O. (W) Ohio agricultural articles. Walter H. Loyd. Indefinite rates, Pub. Cover photos, \$5 to \$10.

Poultry Item, Sellersville, Pa. (M-10) Articles on poultry raising, successful poultrymen, their establishments, equipment, experience, etc., 1000-1500. S. L. Althouse. Good rates, Pub.

Poultry Tribune, Mt. Morris, Ill. (M-10) Illustrated poultry articles 800. O. A. Hanke. 1¢ up, Pub.

Progressive Farmer, Commercial Realty Bldg., Birmingham, Ala. (M) Short-stories, Southern appeal preferred, 2000-4000, (submit to Dallas, Tex., office, 1105 Insurance Bldg.). Eugene Butler, 2¢, Acc. (Overstocked.)

Southern Dairy Products Journal, Commercial Exchange Bldg., Atlanta, Ga. (M) Features on dairy management in Southern states. F. H. Sorrow. $\frac{1}{2}$ ¢, Pub.

Successful Farming, (Mercedith) Des Moines, Ia. (M-5) Agricultural articles; short-stories and short shorts 800-4000, 2-installment serials, verse, editorials, jokes, news items, photos, cartoons. Kirk Fox. $\frac{1}{4}$ ¢ up, verse 25¢ line, Acc.

ART, PHOTOGRAPHY

Camera, The, 636 S. Franklin Sq., Philadelphia. (M-25) Practical illustrated articles on photography and amateur cinematography 200 to 1500. No poetry. Frank V. Chambers. $\frac{1}{4}$ ¢, Acc.

Minicam—The Miniature Camera Monthly, 22 E. 12th St., Cincinnati. (M) Articles for Minicam fans; photos. Prefers query. James Rose, Asst. Mng. Ed. Good rates, Acc.

New Photo Miniature, 70 5th Ave., New York. (M-40) Monographs on particular phases of photography 12,000-15,000. John A. Tennant. \$50 each, Acc. (Submit outline first.)

Photographic Digest, 267 5th Ave., New York. (M-25) Articles, 500 to 1200, written around a photographic subject, but not necessarily technical. Geo. W. Hesse. $\frac{1}{4}$ ¢, Pub.

Pictures, The Snapshot Magazine, 343 State St., Rochester, N. Y. (M-free) Amateur snaps, all subjects; no "candid" shots; no enlargements. Wyatt Brummitt. \$3, Acc.

Popular Photography, (Ziff-Davis) 608 S. Dearborn St., Chicago. (M-25) Unusual articles on photography 1000-2500, adventure features, success stories, how-to-make-it; brief articles 100-750, striking photos. B. G. Davis. 1 to 2¢ up, photos \$3-\$5, Acc.

AUTOMOBILE, AVIATION, BOATING, TRANSPORTATION

Aero Digest, 515 Madison Ave., New York. (M-35) News and features on the aviation industry, aeronautical engineering, military aeronautics, air travel, etc. Geo. F. McLaughlin. $\frac{1}{2}$ ¢ up, Pub.

Weird Tales, 840 N. Michigan Ave., Chicago. (M-25) Supernatural, bizarre, weird, pseudo-scientific short-stories up to 6000; novelettes up to 15,000; serials up to 35,000; weird detective stories; verse up to 35 lines. Farnsworth Wright. 1¢ up, verse 25¢ line, Pub.

West, (Thrilling) 22 W. 48th St., New York. (Bi-M-15) Material arranged for an assignment. Leo Margulies, Ed. Dir.

Western Action Novels, (Double-Action) 60 Hudson St., New York. (M-15) Dramatic Western short-stories, novelettes, 2000-15,000, novels 20,000-40,000. L. H. Silberkleit. $\frac{1}{2}$ to $1\frac{1}{2}$ ¢, Pub.

Western Fiction Magazine, (Red Circle) RKO Bldg., New York. (M-15) Western short-stories, 3000-7000; novelettes 20,000. Martin Goodman. $\frac{1}{2}$ to $1\frac{1}{2}$ ¢, Acc.

Western Novel and Short Stories, (Red Circle) RKO Bldg., New York. (M-15) Western short-stories 5000-7000; novelettes 10,000-20,000; novels 60,000. Martin Goodman. $\frac{1}{2}$ to $1\frac{1}{2}$ ¢, Acc.

Western Short Stories, (Red Circle) RKO Bldg., New York. (M-10) Western short-stories up to 7000. $\frac{1}{2}$ to $1\frac{1}{2}$ ¢, Acc.

Western Yarns, (Double-Action) 60 Hudson St., New York. (M) Western short-stories, novelettes. Cliff Campbell. $\frac{1}{4}$ ¢, Pub.

Wild West Stories and Complete Novel Magazine, (Teck) 461 8th Ave., New York. (M-10) Western short-stories 1000-4000; novelettes 15,000-25,000. $\frac{1}{4}$ ¢, Pub.

Woman Today, The, 112 E. 19th St., New York. (M-20) Articles, short-stories, of interest to women in industry; trade union activities; anti-war and anti-fascist. No payment.

Yale Review, Box 1729, New Haven, Conn. (Q-\$1) Articles on current political, literary, scientific, art subjects 5000-6000. Wilbur Cross. Good rates, Pub.

Yankee, Dublin, N. H. (M-25) Short-stories up to 2500, articles, essays, 1200-2500; fillers, photos, all of Yankee flavor. Robt. Sargent, Beth Barrell, Mng. Ed. Articles about \$20; stories \$25 to \$50; items \$1, Acc.

Your Body, 99 Hudson St., New York. (M-25) Medical, psychological articles, preferably by physicians. David H. Keller, M.D. $\frac{1}{2}$ to 1¢, Pub.

American Motorist, Pennsylvania Ave. at 17th St., Washington, D. C. (M-15) True animal stories, 1000. F. Kay Bushman. Indefinite rates.

Automobile & Trailer Travel, 35 E. Wacker Dr., Chicago. (M) Articles for automobile tourists. Karl Hale Dixon. Rates not at hand.

Aviation, 330 W. 42d St., New York. (M-35) News, features on aviation activities, technical articles, photos. S. Paul Johnston. Good rates, Pub.

Highway Magazine, Armo Culvert Mfrs. Assn., Middletown, O. (M) Articles on drainage, operation, improvements on public highways, etc., use of roads and streets 800-1200; cartoons. W. H. Spindler. 1¢, photos \$1, Acc.

Motorboat, 63 Beekman St., New York. (M-20) Articles of practical interest to boat owners. Gerald T. White; E. S. Nelson, associate. $\frac{1}{2}$ to 3¢, Pub.

Popular Aviation, (Ziff-Davis) 608 S. Dearborn St., Chicago. (M-25) Popularized non-fiction aviation MSS., new developments in aviation, good photos, gas model information, 100-3000. B. G. Davis, Ed.; J. B. Rathbun, Mng. Ed. 1 to 2¢, Acc.

Power Boating, Penton Bldg., Cleveland, O. (M-25) Technical and semi-technical articles on power boating subjects. Indefinite rates, Acc.

Rudder, The, 9 Murray St., New York. (M-35) Illustrated fact articles on cruises, navigation, etc., 3000. Wm. F. Crosby, 1¢, photos \$3, Pub. (Overstocked.)

Trailer Caravan, The, C. P. A. Building, 2411 14th St., Detroit, Mich. (M-10) Illustrated articles on trailer travel, auto travel, to spots unusual up to 2000; short-stories 1000-2000; photos, cartoons, cartoon ideas, little verse. Edwin Fisher Forbes, Mng. Ed. $\frac{1}{2}$ to 1¢, Pub.

Western Flying, 420 S. San Pedro St., Los Angeles. (M) Practical, helpful "how to" articles on aviation sales, service, production, or aircraft operation. Query on features. Robert J. Pritchard. 25¢ inch, Pub. (Overstocked.)

BUSINESS, ADVERTISING, SALESMANSHIP

Advertising Age, 100 E. Ohio St., Chicago. (W-5) Spot news only, with illustrations. Harry E. Shubart, Mng. Ed. 1¢, Pub.

American Business, (Dartnell Pubs.), 4660 Ravenswood Ave., Chicago. (M-35) Buys frequent concrete examples of business success in manufacturing, wholesale, financial fields; especially interested in office and accounting short cuts. Query. Eugene Whitmore, \$35 and up for 2000 words, Pub.

Bankers' Magazine, 465 Main St., Cambridge, Mass. (M) Authoritative bank management articles. Keith F. Warren. $\frac{1}{4}$ ¢ up, Pub.

Barron's, 44 Broad St., New York. (W-25) Authoritative business and financial articles 500-2500. Thomas W. Phelps. Indefinite rates, Acc.

Better Letters In Business, 4416-18 Elston Ave., Chicago. (M) Articles on outstanding letters used by large business concerns to increase business, effect collections, make adjustments, etc. Frank C. Petrine. 1¢ up, Pub.

Burrough's Clearing House, 6071 2d Blvd., Detroit. (M) Query editor on bank operating and management articles. Henry J. Boone. 2 to 3¢, Acc.

Commerce, 1 N. LaSalle St., Chicago. (M-25) Invites queries on business matters from Middle West. Alan Sturdy. Rates variable.

Credit & Financial Management, 1 Park Ave., New York. (M-25) Articles on general credit and financial problems. Chester H. McCall. 1¢, Pub.

Forbes Magazine, 120 5th Ave., New York. (2M-25) New developments in business and finance—management, selling, merchandising, accounting, etc., 1500-2000. Seldom buys from outside writers. B. C. Forbes. Good rates, Acc.

How to Sell, 75 E. Wacker Drive, Chicago. (M-10) Articles about direct selling, unusually successful salespeople, 800-4000. R. C. Remington. $\frac{1}{2}$ to $1\frac{1}{2}$ ¢, Pub.

Independent Salesman, 22 E. 12th St., Cincinnati, O. (M-5) Illustrated interviews with and stories about people successful in direct selling, 1200. M. E. Siegel. ½ to 1c, photos \$1. Pub.

Mail Order Journal, 381 4th Ave., New York. (M-10) Case histories, fact stories about mail-order business. B. M. Broudy. 1c, Pub. (Query.)

Nation's Business, The, 1615 H. St., N. W., Washington, D. C. (M-25) Business articles 2500. Merle Thorpe, Ed.; Raymond C. Willoughby, Mng. Ed. Good rates, Acc.

Opportunity, 333 N. Michigan Ave., Chicago. (M-10) Action short-stories up to 3000; features with broad human interest and inspirational appeal; fillers. Geo. F. Peabody. ½c up, Pub.

Postage and Mailbag, 119 W. 15th St., New York. (M-10) Direct-mail advertising articles. A. E. Calver. 1c, Pub. (Overstocked.)

Printer's Ink, 185 Madison Ave., New York. (W-10) (Also **Printers' Ink Monthly**-25) Advertising and business articles. G. A. Nichols, Ed.; C. B. Larrabee, Mng. Ed. Good rates, Pub.

Purchasing, 11 W. 42d St., New York. (M-15) Query on articles on industrial buying; methods, personalities; materials. Stuart F. Heinritz. Indefinite rates.

Rand McNally Bankers Monthly, 536 S. Clark St., Chicago. (M-50) Short technical articles from banker's standpoint, preferably signed by banker. John Y. Beaty. Good rates, Pub.

Sales Management, 420 Lexington Ave., New York. (2-M) Articles on marketing, national scope, signed by executives. Buys little. Raymond Bill. 1 to 3c, Pub.

Savings Bank Journal, 110 E. 42nd St., New York. (M-35) Operation, advertising and promotion articles 1500-2000. J. C. Young. 1c, Pub.

Signs of the Times, P. O. Box 771, Cincinnati. (M-30) Electrical advertising, outdoor advertising and sign articles, illustrated, 1000 to 1500. E. Thomas Kelley. ½c to 1c, Pub.

Specialty Salesman, Oak Park, Ill. (Chicago Office, 307 N. Michigan Ave.) (M-10) Inspirational articles 1000-2500; human-interest short-stories 1000-2500; fact success articles of direct salesmen, 2000. H. J. Bligh. ½c, Acc.

Trained Men, 1001 Wyoming Ave., Scranton, Pa. (Q) Articles on industrial problems of interest to foremen, executives, 1000 to 2500; interviews 1000 to 2500. D. C. Vandercook. 1c up, Acc.

Western Advertising, 564 Market St., San Francisco. (M-20) Not in market. Robert E. Wade, Jr. 1c to 2c, Pub.

Wholesaler's Salesman, 330 W. 42d St., New York. (M-25) Query on experience stories of wholesaler's salesmen in selling electrical products. J. H. Frederick. \$15 to \$25 article, Pub.

BUILDING, ARCHITECTURE, LANDSCAPING, HOME DECORATING

American Home, The, 444 Madison Ave., New York. (M-10) Practical articles with illustrations pertaining to home, interior decoration, building, gardening, recipes, 1200 to 1500. Mrs. Jean Austin. Rates not stated.

Arts and Decoration, (Robt. M. McBride) 116 E. 16th St., New York. (M-35) Articles, essays, dealing with distinctive homes; the arts, entertainment, decorating, furnishing, household equipment; photos, art work; witty editorials on indoor living. Mary Fanton Roberts. Varying rates, Pub.

Better Homes & Gardens, (Meredit) 1714 Locust St., Des Moines, Ia. (M-10) Practical garden, home-making articles 1500; Frank McDonough. 2c up, usual photo rates, Acc.

Canadian Homes & Gardens, (Maclean) 481 University Ave., Toronto, Canada. (M-25) Home and garden articles up to 2000, photos. Canadian interest only. J. Herbert Hodgins. 1c, Pub.

Country Home Magazine, The, (Crowell) 250 Park Ave., New York (M-5) Young-love short-stories up to 5000; "1 confessions" and success articles by and about rural people 1500; verse 8-12 lines; fillers 100; news items 500; photos; cartoons. Hubert Kelley. Good rates, Acc.

Country Life, 444 Madison Ave., New York. (M-50) Illustrated gardening, sport, interior decorating, country estates, travel articles 1500-2000; good photos essential. Mrs. Jean Austin. Rates not stated.

Home Desirable, The, 75 E. Wacker Dr., Chicago. (M-controlled) Articles on home modernization through plumbing and heating 1000; short how-to-do items; cartoons, photos. Louise M. Comstock. 1½c, Pub.

Homes of the West, 564 Market St., San Francisco. (M) Home and garden articles, photos, 11 Western states. Loring A. Schuler. 1c, Pub.

House and Garden (Nast) Lexington at 43d, New York. (M-35) Home decoration, landscape, architectural articles. Richardson Wright. 1c up, Acc.

House Beautiful Combined with Home and Field, (Hearst) 572 Madison Ave., New York. (M-35) Articles on home-building, planning, decorating, furnishing, gardening (illustrated preferred) 1500-1800; fillers, art work, photos. K. K. Stowell. Good rates, Pub.

Sunset, 576 Sacramento St., San Francisco. (M-10) News items, photos, about Pacific Coast gardens, foods, buildings and modernization, travel, outdoors, up to 500; personalities; how-to-do and how-to-make Western out-door material. William I. Nichols. Good rates, Pub.

Town and Country, 572 Madison Ave., New York. (M-50) Not in market. Harry A. Bull.

EDUCATIONAL

Grade Teacher, The, (Educ. Pub. Corp.) Darien, Conn. (M-30) Articles on methods in elementary grades; short-stories for little children up to 500. Florence Hale. ½c, Pub.

Industrial Arts and Vocational Education, 407 E. Michigan St., Milwaukee, Wis. (M-25) Vocational articles. John J. Metz. ½c, Pub. (Overstocked.)

Instructor, The, (F. A. Owen Pub. Co.) Dansville, N. Y. (M-30) Prefers articles by teachers on school-room helps. Helen Mildred Owen. Good rates, Acc.

Practical Home Economics, 468 4th Ave., New York. (M-20) Educational articles on home economics and school cafeteria management for teachers and by teachers 1500-2000. Jessie A. Knox. ½c, Pub.

School Activities, Topeka, Kans. (M-25) Money-making plans, stunts, entertainment material, up to 2000. H. C. McKown. ½c, Pub.

School Management, 9 E. 40th St., New York. (10 yearly-20) 200-word department items, administrative angle, helps for parent-teacher organizations. Lucile D. Kirk, Mng. Ed. \$1 each, Pub.

HEALTH, HYGIENE

Health and Hygiene, 215 4th Ave., New York. (M-15) Staff-written articles on health and medical subjects. Carl Malmberg. No payment.

Hygeia, The Health Magazine, 535 N. Dearborn St., Chicago. (M-25) Health and medical articles and stories for the layman. Dr. Morris Fishbein. 1c up, Pub.

Industrial Medicine, 844 Rush St., Chicago. (M-50) Authentic articles dealing with study of the economy, law, theory, practice and statistics of employer-employee medical matters. Invites queries. A. D. Cloud. 1c, Pub.

Modern Medicine, 84 S. 10th St., Minneapolis. (M-25) Terse, crisp, vivid news abstracts of medical subjects; photos, illustrations of medical interest. Justus J. Schifferes, M. A. ½c up, photos \$3, Pub.

Physical Culture, (Macfadden) 122 E. 42nd St., New York. (M-25) Health articles, self-told adventures in health, including mental health, personal problems, happiness, power of achievement. 3-5000; 12-15,000; Ann Gurley. Good rates, photos \$3 to \$5, Acc.

R. N., (Nightingale Press) 420 Lexington Ave., New York (M-controlled) Articles, factual or human-interest, pertaining to nursing, 1500-2000. Ruby R. Freer. Low rates, Pub.

Trained Nurse & Hospital Review, 468 4th Ave., New York. (M-20) Articles on nursing, hospital, public health subjects 800 to 3200. Christmas fiction, Aug. 1. Meta Pennock. \$4 to \$5 per page (725 wds.), after Pub.

MUSICAL

Diapason, 306 S. Wabash Ave., Chicago. (M-15) Articles on organs, organists, organ construction, church music, recital programs, reviews 100-1000. S. E. Gruenstein. \$2 to \$4 col., Pub.

Downbeat, 608 S. Dearborn St., Chicago. (M-15) Technical matter or news on music 1000-2000; fillers, photos, cartoons, cartoon ideas. Carl Cons. ½c, Pub.

Etude Music Magazine, 1712 Chestnut St., Philadelphia. (M-25) Articles on musical pedagogics 300-2500; photos, cartoons. James Francis Cooke. \$4 column (600 words), Pub.

Metronome, 119 W. 57th St., New York. (M-25) News of popular bands and orchestras, staff written. Doron K. Antrim. Indefinite rates, Pub.

Musical Forecast, 891-3 Union Trust Bldg., Pittsburgh, Pa. (M-20) Informational articles of interest to musicians and laymen. David H. Light. \$1 per column, Pub.

RELIGIOUS

Ave Maria, The, Notre Dame, Ind. (W-10) Short-stories 2800-3000; series 15-20 3000-word chapters; articles on Catholic and other themes 3000; poems not over 24 lines. Wholesome juvenile adventure short-stories, serials. Rev. P. J. Carroll, C.S.C. \$3 per page (700 wds.), poems \$5, Acc.

Canadian Messenger, The, 160 Wellesley Crescent, Toronto, Ont., Canada. (M-10) Short-stories, Catholic atmosphere, bright, pointed but not preachy, 3000; no love stories; articles, essays, Catholic interest, 1000-3000. Rev. J. I. Bergin, S.J. ½c, Acc.

Christian Advocate, The, (Methodist Book Concern) 740 Rush St., Chicago. (W-10) Religious feature articles 1000; short-stories 1500; serials. Dan Brummitt. ½c, Acc.

Christian Challenger, The, North Kingsville, O. (M) Inter-denominational. Moral but not preachy short-stories 1500; children's page stories 800. M. Starrett Wetzel, Mng. Ed. \$5 each, Acc.

Christian Herald, 419 4th Ave., New York. (M-25) Inter-denominational religious, sociological articles 2500; short-stories 2000; serials 50,000; verse, 2 or 3 stanzas. Daniel A. Poling. Varying rates, Pub.

Cradle Roll Home, The, 161 8th Ave., N., Nashville, Tenn. (Q) Articles for parents of pre-school age children 150-800, fact items. Agnes Kennedy Holmes. ½c, Acc.

Improvement Era, The, 50 N. Main St., Salt Lake City, Utah. (M-20) Family magazine of Mormon Church. Short short-stories 800-900; otherwise overstocked. Richard L. Evans. ½c, Pub.

Light, 405 Bergen St., Brooklyn, N. Y. (M-20) Religious articles for Catholics and non-Catholics; short-stories, up to 2000, verse. William J. F. Clark. 1c, Pub. (Slow.)

Living Church, The, 1801 W. Fond du Lac Ave., Milwaukee. (W-10) Short illustrated articles on religious and social subjects, Episcopal viewpoint, 1000-2000. C. P. Morehouse. \$1.50 column, Acc. Religious verse, no payment.

Lookout, The, Standard Pub. Co., 8th and Cutter Sts., Cincinnati. (W-5) Articles on Christian education, adult Sunday school work 1500-2000; wholesome short-stories 1500-2000, serials up to 12 chapters, 1500-2000 each. Photos, upright, 8x10 scenic, human-interest. Guy P. Leavitt. ½c, photos \$1 to \$5, one month after Acc.

Magnificat, 131 Laurel St., Manchester, N. H. (M-25) Catholic articles, short-stories, serials, verse. Indefinite rates, Acc.

Messenger of the Precious Blood, Carthagen, Ohio. (M-10) Catholic short-stories, articles 2000-2500; verse. Father Chas. J. Davitt, C.P.P.S., Rev. M. J. Foltz, C.P.P.S. ½c, verse 25c line, Pub.

Messenger of the Sacred Heart, 515 E. Fordham Rd., New York. (M-10) Catholic short-stories up to 4000; religious verse. Rev. Charles J. Mullaly, S.J. Good rates, Acc.

Miraculous Medal, The, 100 E. Price St., Philadelphia. (Q) Catholic articles 1500-2500, short-stories 2000-3000. Joseph A. Skelly, C.M. 1c, Acc.

New Outlook, The, United Church of Canada, 299 Queen St. W. Toronto, Canada. (W-10) Articles on religious and international problems, travel, art, etc., short-stories 900-1000; children's material. G. R. Cragg. ½c, Acc.

Queen's Work, The, (Jesuit Fathers) 3742 W. Pine Blvd., St. Louis, Mo. (M) Catholic interest short-stories, articles, 1200 to 2500; editorials; photos; news items, cartoons, cartoon ideas. Rev. Daniel A. Lord, S.J. 1c, Acc.

Sign, The, Union City, N. J. (M-20) Catholic articles, essays, short-stories up to 3200; verse. Rev. Theophane Maguire, C. P. 1c, Pub.

St. Anthony Messenger, (Franciscan Fathers) 1615 Republic St., Cincinnati. (M) Catholic family magazine. Feature articles on prominent American Catholics, noteworthy Catholic achievements, 2000-2500; occasional short-stories 2000-3000. Catholic background. Rev. Hyacinth Blocker, O.F.M. 1c, Acc.

Sunday School Times, 325 N. 13th St., Philadelphia. (W) Religious articles, verse. Charles G. Trumbull. ½c up, Acc.

Sunday School World, 1816 Chestnut St., Philadelphia. (M-10) Articles for teachers in one-room rural Sunday-schools up to 1200. Arthur M. Baker. ½c, Acc.

Union Signal, The, Evanston, Ill. (W-5) Short-stories, short serials, on value of total abstinence 1000-1500; also on peace. About ½c, Pub.

Unity, also **Weekly Unity**, 917 Tracy Ave., Kansas City. (M and W) Christian metaphysical articles 1500 to 2500; verse. Charles Fillmore. 1c up, verse 25c line up, Acc.

SCIENTIFIC, TECHNICAL, NATURE, MECHANICS

Electricity on the Farm, 24 W. 40th St., New York. (M-10) Actual experience stories, illustrated, on uses of central station electricity on the farm, up to 1000. Fred Shepperd. ½c, Acc. (Overstocked.)

Homcrafts and Hobbies, 142 W. 24th St., New York. (M-10) Homecraft articles 1000, drawings, photos. Eric Berger. ¼ to 1c, Pub. (Unsatisfactory.)

Home Craftsman, The, 115 Worth St., New York. (Bi-M-25) "How-to-make-it" articles of interest to home craftsmen, 300 to 1200; photos or drawings essential; home improvement fillers, 150. H. J. Hobbs. 1 to 2c, photos \$2 up, Pub.

Mechanics and Handicraft, (Thrilling) 22 W. 48th St., New York. (M-15) Popular scientific miscellany; construction, how-to-make-it, experimental, hobbies material. Joseph H. Kraus. 1c, Pub. and Acc.

Model Airplane News, 551 5th Ave., New York. (M-20) Model airplane construction articles 2500. 1c, Acc.

Modern Mechanix (Fawcett) 1501 Broadway, New York. (M-15) Illustrated feature articles, mechanical, semi-scientific subjects; how-to-build articles for home craftsmen. Hobbies, news photos, handikins. Advisable to query. Robert Hertzberg. 2c, Acc.

Natural History Magazine, 77th St. and Central Park, New York. (M) Popular articles up to 5000 on natural science, exploration, wild life; photo series. Edward M. Weyer, Jr. 1½c, Acc.

Nature Magazine, 1214 16th St., Washington, D. C. (M-35) Illustrated nature articles 1000-2000; fillers with pictures 100 to 400. R. W. Westwood. 1 to 3c, Acc. (Query.)

Popular Mechanics, 200 E. Ontario St., Chicago. (M-25) Illustrated articles on scientific, mechanical, industrial, discoveries; human interest and adventure elements, 1 to 20 photos, 300-1500; fillers up to 250. L. K. Weber, 1c to 10c; photos \$3 up, Acc.

Popular Science Monthly, 353 4th Ave., New York. (M-15) Non-technical illustrated articles on scientific, mechanical, labor-saving devices, discoveries, under 2000. Raymond J. Brown. 1c up to 10c, photos \$3 up, Acc.

Radio News, (Ziff-Davis) 608 S. Dearborn St., Chicago. (M-35) Feature articles, briefs, 300-3000, relating to the drama, hazards, thrills of radio; amateur activities; photos. B. G. Davis. 1 to 2c, Acc.

Science & Mechanics, 800 N. Clark St., Chicago. (Bi-M-10) Staff-written. V. D. Angerman.

Scientific American, 24 W. 40th St., New York. (M-35) Humanized articles on science, industry, engineering, inventions. O. D. Munn. Varying rates, Acc.

Scientific Psychology, 4238 Clarendon Ave., Chicago. (M-23) Scientific articles on psychology 1500-3000; timely items. D. J. Foard. No payment.

SPORTING, OUTDOOR, HUNTING, FISHING

Alaska Sportsman, The, Ketchikan, Alaska. (M-15) Short-stories, Alaska interest, 2000-5000; outdoor fact articles; Alaska sport cartoons, photos. Emery F. Tobin. ½c, Pub.

American Forester, 919 17th St., N.W., Washington, D.C. (M-35) Articles on forestry, forests, outdoors, etc., 2000; outdoor photos. Ovid Butler. 1c up, Acc.

American Rifleman, The, 816 Barr Bldg., Washington, D. C. (M-25) Authentic illustrated gunsmithing, shooting, ammunition, hallistic articles, hunting stories, preferably 3000. Laurence J. Hathaway. About 1c, Pub. (Overstocked.)

Baseball Magazine, The, 70 5th Ave., New York. (M-20) Major league baseball articles, verse. Clifford Bloodgood. ½c, Pub.

Field and Stream, (Warner) 515 Madison Ave., New York. (M-15) Illustrated camping, fishing, hunting, sportsmen's articles, 2500-3000. Ray P. Holland. 1c up, Acc.

Fur-Fish-Game, 174 Long St., Columbus, O. (M-15) Fishing, hunting, fur-raising articles by authorities; true Indian and frontier stories 2000-2500. A. V. Harding. ½c up, Acc.

Hunter-Trapper-Trapper, 386 S. 4th St., Columbus, O. (M-15) Fur-farming, trapping, hunting-dog, fishing articles, outdoor photos. Otto Kuechler. Low rates, Pub. (Overstocked.)

National Bowlers Journal and Recreation Age, 506 S. Walsh Ave., Chicago. (M-25) Articles on bowling, billiards, softball, lawn bowling, hockey; short-stories; photos; news items; cartoons. J. M. Luby. 1c, Pub.

National Sportsman, 275 Newbury St., Boston. (M-10) Hunting and fishing articles; short-stories up to 2000; photos, cartoons, cartoon ideas. H. G. Tappley. 1½c, Acc.

North American Trapper, P. O. Box 663, Charleston, W. Va. (M) Articles and short-stories on hunting, fishing, trapping, fur farming, up to 1200; photos, illustrations, cartoons, outdoor verse. Charley Roy West. ½c to 1c, photos 50c to \$2, Acc. ½c

Outdoor Life, 353 4th Ave., New York. (M-15) Articles on outdoor activities, sportsmen's interests, up to 3000. Raymond J. Brown. Up to 10c, \$3 up for photos, kinks, shorts, Acc.

Pacific Sportsman, 401 Sansome St., San Francisco. (M) Outdoor articles 500-1500. John C. Piver. No payment.

Post Time, 542 S. Dearborn St., Chicago. (W-35) Articles dealing with horse racing; short-stories up to 2500. Mark Melten. Fiction, low rates; articles 3c, Pub.

Scholastic Coach, 250 E. 43d St., New York. (M-25) Technical articles on football, basketball, track, field, 1000, for high and prep schools; photos, drawings. Jack Lippert. 1c, Pub.

Sports Afield and Trails of the Northwoods, 700 Phoenix Bldg., Minneapolis. (M-15) Stories of actual fishing, hunting trips 1500-2000, good photos. P. K. Whipple. 1 to 2c, Acc. or Pub.

Sports Illustrated and the American Golfer, 32 E. 57th St., New York. (M-25) Articles on all types of sport up to 1400; fillers, photos. John Escher. 1½c, Pub.

Trapper & Sportsman, The, 1525 18th St., Denver, Colo. (M-25) Official publication American Trappers Assn. Photos of fur-bearing animals, no cruelty depicted. R. S. Oakes. \$1-\$5, Pub.

Turf and Tanbark, 103 Park Ave., New York. (M-25) Amateur horsemen and racing short-stories 1500-2000. Illustrated feature articles; jokes, photos, cartoons. M. H. M. Burghley. ½c, Pub.

THEATRICAL, MOTION PICTURE, RADIO, "FAN" MAGAZINES

Billboard, The, 1564 Broadway, New York; 25 Opera Pl., Cincinnati, O. (W-15) Amusement articles on assignment only. A. C. Hartmann, E. E. Sugarman. Space rates, Pub.

Cinema Arts, 250 Park Ave., New York. (M-50) Authoritative motion-picture articles. Paul F. Husserl. Liberal rates, Acc.

Greater Show World, 1547 Broadway, New York. (2-M-10) Articles, short-stories, novelettes, fillers, on show people, theatrical business. Johnny J. Kline. ½c, Pub.

Hobby Horse, The, 255 W. 92nd St., New York. (M) Motion picture fan articles, legitimate and little theatre articles 1000-1500; fillers, news items, photos, art work. Barry Mulligan. 1 to 2c, Acc.

Hollywood Magazine, (Fawcett) 1501 Broadway, New York. (M-5) Film articles on assignment; fillers, photos. Llewellyn Miller. Liberal rates, Acc.

Modern Movies, (Ideal) 18 E. 48th St., New York. (M) Picture fan articles, no fiction. Wm. T. Walsh. 1c, Pub.

Modern Screen, (Dell) 149 Madison Ave., New York. (M-10) Movie fan personality, general articles 1500-2000; fillers, news items. Regina Cannon. Good rates, Acc.

Motion Picture-Movie Classic, (Fawcett) 1501 Broadway, New York. (M-10) Articles on motion pictures and stars, usually on assignment, 1800-2500. Good rates, Acc.

Movie Mirror, (Macfadden) 7751 Sunset Blvd., Hollywood, Calif. (M-10) Motion-picture fan material only on assignment. Ruth Waterbury; Hazel Berge, N. Y. editor. Good rates, Acc.

Movie Story Magazine, (Fawcett) 1501 Broadway, New York. (M) Fictionizations of current motion pictures on assignment. Dorothy Hosking.

Photoplay, (Macfadden) 7751 Sunset Blvd., Hollywood, Calif. (M-25) Motion picture articles; serials. Miss Ruth Waterbury. Good rates, Acc.

Picture Play Magazine, (S. & S.) 79 7th Ave., New York. (M-15) Motion-picture fan articles 1200-1500, usually on assignment. Norbert Lusk. Indefinite rates, Acc.

Radio Mirror, (Macfadden) Chanin Bldg., New York. (M) Radio fan features on stars and programs. Fred R. Sannus. Good rates, Acc.

Radio Stars, (Dell) 149 Madison Ave., New York. (M-10) Candid pictures, news, staff-written departments. Lester C. Grady.

Screen Book, (Fawcett) 1501 Broadway, New York. (M-10) Short news articles on popular screen favorites, usually on assignment. Tom De Vane. Liberal rates, Acc.

Screen & Radio Weekly, Detroit Free Press, Detroit, Mich. (W-10) Short short-stories, screen and radio backgrounds, preferably romance, 1000-1500. Douglas D. Martin. \$50 per story, Acc.

Screenland, 45 W. 45th St., New York. (M-25) Motion-picture feature articles. Miss Delight Evans. Fair rates, Pub.

Screen Romances, (Dell) 149 Madison Ave., New York. (M-25) Production stories and fictionization of motion-picture plays, by assignment. Albert P. Delacorte, Evelyn Van Horne. Rates by arrangement, Acc.

Silver Screen, (Screenland Mag., Inc.) 45 W. 45th St., New York. (M-10) Fan material about movie stars and pictures, photos. Eliot Keen. Highest rates, Pub.

Theatre Arts Monthly, 40 E. 49th St., New York; 2 Ladbroke Rd., London, W. 11, England. (M-35) Articles on theatre and associated arts 1800-2500; news items; photos. Edith J. R. Isaacs. 2c, Pub.

Variety, 154 W. 46th St., New York. (W-15) Theatrical articles, news, staff-written. Sidne Silverman. Space rates.

TRADE JOURNALS—MISCELLANEOUS

Air Conditioning and Refrigeration News, 5229 Cass Ave., Detroit, Mich. (M-10) Informative articles on servicing refrigerating machines, successful ideas for promoting and selling electrical appliances, descriptions of air conditioning installations; news of more than local importance; human-interest photos. George F. Taubeneck. 1c, Pub.

Air Conditioning—Oil Heat, 232 Madison Ave., New York. (M) News on construction, operation, merchandising of oil burners and air conditioning. A. E. Coburn, Assoc. Ed. 30c inch, Pub.

American Artisan, 6 N. Michigan Ave., Chicago (M-25) Merchandising articles with illustrations on experiences in warm-air heating and sheet metal work. J. D. Wilder. \$3.50 to \$10 page.

American Baker, The, 118 S. 6th, Minneapolis. (M-10) Articles on baking innovations; examples of good merchandising. up, Acc.

- American Builder and Building Age**, 105 W. Adams St., Chicago (M-25) Articles on activities of home-building contractors. B. L. Johnson. \$10 page, Pub.
- American Druggist**, 572 Madison Ave., New York. (M) Features on retail drug-stores operation, up to 2000. Louis J. F. Moore. High rates, Acc.
- American Hairedresser**, 386 4th Ave., New York. (M-35) Trade News. 1c, Pub.
- American Horologist**, 3226 E. Colfax Ave., Denver. (M) Illustrated articles, 500-1000, pertaining to horology, watch and clock repair service, unusual creations and happenings, historical material. Orville R. Hagans. $\frac{1}{2}$ c. Acc.
- American Ink Maker**, 254 W. 31st St., New York. (M) News of printers' ink manufacturers and distributors. Low rate, Pub.
- American Lumberman**, 431 S. Dearborn St., Chicago. (Bi-W) News and features of lumber and building materials industry. E. C. Hole. \$3.50 column, Pub.
- American Paint & Oil Dealer**, 3713 Washington Blvd., St. Louis. (M) Retail paint selling articles, illustrated. Arthur A. Poss. Good rates, Pub. (Overstocked.)
- American Painter & Decorator**, 3713 Washington Blvd., St. Louis. Mo. (M-20) Accurate, technical and semi-technical "how" articles on unusual decorating jobs, up to 800, photos, Query. George Boardman Perry. Up to 1c; photos, amateur, up to \$1, professional, \$2, Pub.
- American Paper Merchant**, 2009 Conway Bldg., Chicago. (M-35) News and features regarding paper merchants. F. G. Pulley, Mng. Ed. $\frac{1}{2}$ c up, Pub.
- American Perfumer—Cosmetics—Toilet Preparations**, 9 E. 38th St., New York. (M-30) Technical articles on perfumes, cosmetics, soaps, etc., articles on merchandising of same from manufacturer's standpoint; news items on manufacturers. Wm. Lambert. Indefinite rates, features, Acc.; news, Pub.
- American Printer**, The, 9 E. 38th St., New York. (M-25) Technical articles for printing-plant executives, mostly written to specifications. L. B. Siegfried. 1c up, Pub.
- American Roofer**, 425 4th Ave., New York. (M-25) Articles from roofing contractors, describing difficult jobs, salesmanship, advertising methods. James McCawley, 1c, photos \$1, Pub.
- American Shade & Awning News**, St. Louis Ave., Ft. Worth, Tex. (M-Free) Articles on manufacturing of shades, awnings, Venetian blinds, based on interviews with outstanding Mrs. in field. Tom Murray. 20c, col. inch, Pub.
- Attire**, 1115 Venice Blvd., Los Angeles. (M) News and features of Western men's wear trade. Paul W. Blackford.
- Autobody Trimmer and Painter**, 15 E. 8th St., Cincinnati. (M-20) Trade stories on commercial bodies, passenger bodies, painting, etc., illustrated with photos, drawings. Elmer J. Murray. $\frac{1}{2}$ c, Pub.
- Automatic Heat & Air Conditioning**, 1900 Prairie Ave., Chicago. (M) Articles on firms selling automatic heat and air conditioning equipment. Good rates, Pub.
- Automatic World**, 120 St. Louis Ave., Ft. Worth, Tex. (M) News and features pertaining to vending machines. O. J. Branch. 15c column inch, Pub.
- Automobile Digest**, 22 E. 12th St., Cincinnati. (M-25) Methods and management articles, write-ups of ideas of interest to independent service garage men, to improve service business, stimulate trade, reduce operating costs, 500-1500. J. H. Ahlers. Rates according to merit, Acc.
- Automobile Trade Journal**, Chestnut and 56th, Philadelphia. (M-25) Features based on interviews with successful automobile dealers up to 1200. Elliot Curtis. 2c, Pub.
- Automotive Daily News**, 5th Floor, New Centre Bldg., Detroit, Mich. News correspondents in towns and cities of importance. Chris Sinsabaugh. 40c inch, photos \$1.50, Pub.
- Automotive Merchandising**, 97 Horatio St., New York. (M) Articles of interest to car dealers, garages, service stations, independent shops, up to 2000. Photos. Stanley P. McMinn. 1c, Pub.
- Bakers' Helper**, 330 S. Wells St., Chicago. (Bi-W-15) Business-building plans for bakeries, technical articles, chiefly supplied by staff. V. S. Marx. 35c inch (73 words), Pub.
- Bakers Review**, 330 W. 42d St., New York. (M) Successful merchandising plans of bakers, technical articles of the trade. C. W. Webster. 20c inch, Pub. (Buys little.)
- Bakers Weekly**, 45 W. 45th St., New York. (W-10) News correspondents in principal cities. Bakery features, selling ideas, window displays. Peter G. Pirrie. Space rates, Pub.
- Bar & Grill Journal**, 105 W. 40th St., New York. (M-20) 800-1200 word merchandising features on outstanding bars, taverns, cafes and restaurants. Photos of above. Philip Slowe. $\frac{1}{2}$ c up, Pub.
- Barrel & Box & Packages**, 205 W. Wacker Dr., Chicago. (M) Articles and news items dealing with manufacture and use of wooden containers. R. S. Torgerson. 25c inch, Pub.
- Beach and Pool**, 404 4th Ave., New York. (M-25) Illustrated articles on swimming and beach operation, management, swimming-pool design, construction, sanitation, etc., 1000. 1c up, photos \$1.50 up, Pub. (Overstocked.)
- Black Diamond**, The, 431 S. Dearborn St., Chicago. (Bi-W-20) Practical method articles in the coal industry. A. T. Murphy. $\frac{1}{2}$ c up, Pub.
- Bookbinding & Book Production**, 50 Union Square, New York. (M) News of book printing and bookbinding trade. Query on features. D. M. Glixon. $\frac{1}{2}$ c to 1c, Pub.
- Boot & Shoe Recorder**, 239 W. 39th St., New York. (W-25) "Success" stories from retail shoe stores; news. Regular correspondents. Arthur D. Anderson. 1c, Pub.
- Brake Service**, Buckeye Bldg., Akron, Ohio. (M) Technical articles on brakes and brake servicing; interviews with successful operators of brake stations. John M. Pittenger. 1c, Pub.
- Brewer and Dispenser**, 501 Maritime Bldg., Seattle, Wash. (M) News, features, Pacific coast beer industry. Indefinite rates.
- Brewers' Journal**, 431 So. Dearborn St., Chicago. (M) News and features of the brewing industry. H. S. Rich. Indefinite rates, Pub.
- Brewery Age**, 43 E. Ohio St., Chicago. (M-30) News and features of the brewing industry. Jos. Dubia. Indefinite rates, Pub.
- Brick & Clay Record**, 59 E. Van Buren St., Chicago. (M-50) News and features of brick and clay industry. Regular correspondents. J. M. Lange, Mng. Ed. 1c up, Pub.
- Building & Modernization**, 9 E. 40th St., New York. (M-25) Articles dealing with unusual building or building modernization jobs, with photos and plans, 500-2000. H. D. Vernam. \$10 page, Pub.
- Building Supply News**, 59 E. Van Buren St., Chicago. (M-30) News of lumber and building supply dealers, 100 words maximum; reports of conventions; 200-300 word articles for departments, "Practical Aids to Profit," and "Yard Kinks." John H. Van Deventer, Jr. 40c inch, Pub.
- Bus Transportation**, 330 W. 42d St., New York. (M-35) Practical bus operation articles 1500. 2 or 3 photos. C. W. Stocks. $\frac{1}{2}$ c. Acc. News items, first 100 words 2c, bal. each item $\frac{1}{2}$ c. Pub. (Query.)
- Carpet & Upholstery Trade Review**, 1170 Broadway, New York. (M-25) Trade articles on exhibits, merchandising, etc., of floor fabrics in leading retail outlets. John Tashjian. 1c, Pub.
- Casket & Sunnyside**, 487 Broadway, New York. (M-25) Query on management interviews with morticians. $\frac{1}{2}$ c, Pub.
- Ceramic Industry**, 59 E. Van Buren St., Chicago. (M-50) News items, pottery, glass, enamel plants, executives, sales campaigns, production activity. J. M. Lange. 1c, Pub.
- Chain Store Age**, 93 Worth St., New York. (M-35) Feature articles, assignment only. G. M. Lehhar. About $\frac{1}{2}$ c, Pub.
- Cleaning and Dyeing World**, 330 W. 42d St., New York. (M) Technical articles, merchandising, advertising, window display success stories. A. R. Kates. About $\frac{1}{2}$ c, Pub.
- Coin Machine Review**, 1113 Venice Blvd., Los Angeles. (M) Maintains regular correspondents in principal cities. H. L. Mitchell, Assoc. Ed. Fair rates, Pub.
- Commercial Car Journal**, Chestnut and 56th Sts., Philadelphia. (M-40) Articles on servicing and operating methods of truck fleet operators, particularly methods for effecting economies 1500. George T. Hook. 2c, Pub.
- Confectioners Journal**, 437 Chestnut St., Philadelphia. (M-35) Illustrated articles on wholesale candy manufacturing companies, describing production methods or merchandising policies from manufacturer's point of view. Eugene Pharo. Up to 1c, photos \$1 to \$3, Acc.
- Confectioners News**, 437 Chestnut St., Philadelphia. (M) Illustrated articles, 1000 (or less) on jobbing confectionery businesses, showing how named jobbers employ profitable methods or policies, also how candy jobbers assist retailers in display and disposal of confections. Up to 1c, photos \$1-\$3, Acc.
- Confectionery and Ice Cream World**, 99 Hudson St., New York. (W-20) Correspondents in principal cities provide news coverage. Fair rates, Pub.
- Corset & Underwear Review**, 1170 Broadway, New York. (M-35) Articles, buyer news feature articles for corset and brassiere departments, specialty shops. Louise Campe. $\frac{1}{2}$ c, Pub.
- Corsets & Brassieres**, 257 5th Ave., New York. (M) Query on department or specialty shop features. J. H. Bowman. $\frac{1}{2}$ c, Pub.
- Cracker Baker**, The, 45 W. 45th St., New York. (Chicago office, 360 N. Michigan Ave.) (M-20) Stories pertaining to biscuit and cracker industry; plant write-ups; sales stories; practical or technical articles; human-interest and success stories. Query. L. M. Dawson. 30 to 50c inch, Pub.
- Crockery and Glass Journal**, 1170 Broadway, New York. (M) Illustrated articles on china and glass sales promotion stunts in retail stores, 1000; interviews with buyers; merchandising stories; news items; photos. John Regan. $\frac{1}{2}$ c, Pub.
- Curtain & Drapery Buyer & Drapery Profits**, 373 4th Ave., New York. (M) Illustrated features on curtains and draperies that would interest buyers of these departments. Alice M. Small. Indefinite rates, Pub.
- Dairy Produce**, 110 N. Franklin St., Chicago. (2M-15) Limited market for illustrated features on processing and merchandising of dairy products. C. S. Paton. Up to 1c, Pub.
- Dairy World**, 608 S. Dearborn St., Chicago. (M-10) Factual articles on new or remodeled milk plants; merchandising ideas of proved merit, on milk and milk products, 500-2000, with photos, ads. E. C. Ackerman. 1c, ads \$1, photos \$1 to \$3, up, Pub.
- Department Store Economist**, 239 W. 39th St., New York. (Bi-M-25) Articles on department stores—management, systems, operations, merchandising, modernization, to 750. Longer by special arrangement. Not theories, but factual copy ghosted by store executive if possible. C. K. McDermut, Jr. $\frac{1}{2}$ c, photos, \$2, within six weeks of receipt.
- Diesel Digest**, (Occidental Pub. Co.), 420 S. San Pedro St., Los Angeles. (M-25) News of new or unusual diesel engine applications, illustrations. H. H. Marquis. 25c Col. inch, Pub. (Query on features.)
- Diesel Power**, 192 Lexington Ave., New York. (M-35) Articles on economics of Diesel plant operation 2000; photos. Lacey H. Morrison. 1c, Pub.
- Diesel Transportation**, (Supplement to Diesel Power) 192 Lexington Ave., New York. Illustrated articles on use of Diesel engines in locomotives, rail cars, tractors, etc. Lacey H. Morrison. 1c, Pub.
- Distribution & Warehousing**, 249 W. 39th St., New York. (M-30) Articles of interest to national distributors who use public merchandise and cold-storage warehouses. F. Eugene Spooner. 1c, photos \$2, Pub.
- Domestic Engineering**, 1900 Prairie Ave., Chicago. (M-25) Plumbing, heating, and air conditioning trade merchandising and technical articles up to 3000. Wm. W. Gotthard. 1c, Pub.
- Druggists' Circular**, The, 12 Gold St., New York. (M-25) Druggist success articles. R. W. Rodman. Indefinite rates, Pub.
- Drug Topics**, 330 W. 42d St., New York. (W-10) Retail drug trade. Dan Rennick, Mng. Ed. 1c, Pub.
- Drug Trade News**, 330 W. 42d St., New York. (Bi-W) News of manufacturers in drug and toilet goods fields. Dan Rennick, Mng. Ed. Indefinite rates.
- Dry Goods Journal**, Box 1316, Des Moines, Ia. (M) Only outstanding merchandising articles about store departments bought. Largely staff-written. K. I. Boreman. 1c, Acc.

Editor & Publisher, 1700 Times Bldg., New York. (W-10) Daily newspaper trade articles, news items. James Wright Brown. \$2 a column up, Pub.

Electrical Dealer, 369 N. Michigan Ave., Chicago. Illustrated features, up to 2000; "shortcuts," on merchandising electrical and radio appliances. Roland Cole. 1c, Pub.

Electrical South, Grant Bldg., Atlanta, Ga. (M-10) News and features of interest to electric power companies, Southern contractors, dealers, wholesalers. Carl W. Evans. 1/4c to 1 1/2c, Pub.

Excavating Engineer, S. Milwaukee, Wis. (M-25) Semi-technical articles on excavation by power shovel, dragline, dredge, clam shell, excavating contracts, open pit mining quarry, drainage 500-2000. Arnold Andrews, 1c, photos \$1, cartoons on shovel subjects \$1-\$2, Pub. (Query.)

Factory Management & Maintenance, 330 W. 42d St., New York. (M) Query editor on articles on factory management and maintenance methods. L. C. Morrow. Good rates, Pub.

Federated Automotive Service News, 223 S. Waverly Drive, Dallas, Tex. (2M-10) Short news items pertaining to local trade associations of auto repair men, tire and battery men, gas and oil retailers, etc. (Overstocked.) File name for possible assignment. C. C. Hayley. 1c, Pub.

Feed Bag, The, 741 N. Milwaukee St., Milwaukee. (M-25) Illustrated articles on out-of-ordinary merchandising ideas used by feed dealers 750-1000; specifically from N. E. quarter of the U. S. David K. Steenbergh. 1c, Pub.

Feedstuffs, 118 S. 6th St., Minneapolis. (W-5) Articles on merchandising, cost accounting, general business practices, applicable to the feed trade. Harvey E. Yantis. 1/2c, Acc.

Film Daily, 1650 Broadway, New York. (D) News of the film industry. J. W. Alcotte. Space rates.

Fine Furniture, 155 Ottawa Ave., N. W., Grand Rapids, Mich. (M) Illustrated style and merchandising features concerning furniture trade; merchandising shorts. Rod McKenzie. 1/2c, Pub.

Fishing Gazette, 461 8th Ave., New York. (M-25) Illustrated articles on all branches of commercial fishing (no sport fishing). Prefers preliminary outline. Carroll E. Pellissier. Articles \$5 page, news 25c inch, photos \$1, Acc.

Ford Dealer and Service Field, 407 E. Michigan St., Milwaukee. (M-25) Ford trade articles preferably under 500, on selling, service, parts merchandising, administration, Ford super-service station operator. Ford truck experience stories from users. Walter W. Belson. 1c, Acc.

Food, 405 Easton Bldg., Oakland, Calif. (M) Highly illustrated articles for food retailers, 1000-1400. Douglas McPhee. 2c, Pub.

Food Field Reporter, 330 W. 42nd St., New York. (Bi-W) News of the food and grocery product manufacturers. Dan Renick. 1c, Dept. items 8c line, Pub.

F. T. D. News, 251 W. Larned St., Detroit. (M) Florists' trade news, regular correspondents. M. Bloy. Fair rates, Pub.

Furniture Age, 2225 Herndon St., Chicago. (M-50) Illustrated merchandising shorts and home furnishing trend articles 100 to 1500 in re furniture, rugs, draperies, refrigeration, radios, toys; featuring outstanding promotions, new stores, model houses, unusual merchandising methods. Must be well illustrated. J. A. Gary. 1c, photos \$2, Pub.

Furniture Index, Jamestown, N. Y. (M) Features and shorts on furniture merchandising. L. M. Nichols. 1c, Pub. (Slow to pay.)

Furniture Record, 260 Tremont St., Boston. (M) Feature articles on furniture store operation, all departments. Wm. C. Fank. 1/4c, Pub.

Gas Age, 9 E. 38th St., New York. (W) Articles and news of gas companies; interviews with public utility heads. H. O. Andrew. 1c, Pub.

Gas Appliance Merchandising, 9 E. 38th St., New York. (M) Illustrated features on merchandising of gas appliances, including gas-fired air conditioning units. H. W. Springborn. 1c, Pub.

Geyer's Stationer and Business Equipment Topics, 260 5th Ave., New York. (M) Brief, illustrated articles on stationery, office equipment and furniture, allied fields, advertising, etc., based on actual interviews. Thos. V. Murphy. \$5 each, Pub.

Gift & Art Buyer, 260 Fifth Ave., New York. (M) Brief interviews, illustrated, on gift and art, home decorative accessories, greeting card, allied fields, promotion methods, advertising, etc. Thomas V. Murphy. \$5 each, Pub.

Gloves, Gloversville, N. Y. (M-25) Illustrated merchandising articles on gloves. Bethune M. Grant, Jr. 1c, Pub.

Hardware Age, 239 W. 39th St., New York. (2-M-15) Illustrated features on retail hardware stores. Charles J. Heale. \$12 page (about 1 1/4 to 2c per word), Pub.

Hardware Retailer, Security Trust Bldg., Indianapolis. (M-25) Illustrated hardware merchandising features. Rivers Peterson, Glendon Hackey. 1c, Pub.

Hardware World, Burnham Bldg., 160 N. LaSalle St., Chicago. (M) Limited market for hardware merchandising stories, also housewares, china, glass 100-1000. 1c, photos \$1, after Pub.

Hat Life, 1123 Broadway, New York. (M) Query on hat trade features. Ernest Hubbard. Good rates, Acc.

Health Foods Retailing, 333 N. Michigan Ave., Chicago. Interviews with health-food merchandisers 800. 1/4c, Pub. or 1c, Pub. with photo. Additional photos \$1 each. Sales promotion ideas (100 words), \$2, Pub. (Query.)

Heating, Piping and Air Conditioning, 6 N. Michigan Ave., Chicago. (M-25) Articles covering design, installation, operation, maintenance, of heating, piping and air-conditioning systems in industrial plants and large buildings up to 2500, mostly by engineers. C. E. Price. Good rates, Pub.

Hide and Leather, 300 W. Adams St., Chicago. (W-15) Technical tannery and shoe manufacturing articles; brief news articles on new leather products, production methods, sales promotion campaigns by manufacturers. 1c, Pub. (Query.)

Hotel Bulletin, 260 Tremont St., Boston. (Bi-M) Articles on hotel maintenance and management. Wm. C. Fank. 1/4c, Pub.

Hotel Management, 222 E. 42nd St., New York. (M-25) Articles on hotel financing, maintenance, operation; remodeling of clubs. Action photos. Short ideas. J. O. Dahl. 1/4 to 5c, Acc.

Hotel World-Review, 222 E. 42d St., New York. (W-5) Mostly hotel news. Query on news and features. A. M. Adams. 1/4 to 1c, Acc.

House Furnishing Review, 1170 Broadway, New York. (M) Illustrated news, feature, promotional articles from housewares, bath shops and major appliance departments 300-700. Julien Effenbein. 1/4c, \$1 for photos, Pub.

Ice & Refrigeration, 435 N. Waller Ave., Chicago. (M-35) Ice-making, cold-storage, refrigeration articles and news; articles on ice merchandising. J. F. Nickerson. Indefinite rates, Pub.

Ice Cream Field, 45 W. 45th St., New York. (M-25) Merchandising and promotion ideas used or planned, for greater sales of ice cream, wholesale or retail. Robert Newcomb. 1/2c, Pub.

Ice Cream Trade Journal, 305 E. 45th St., New York. (M-25) Convention reports (on order); articles on management, manufacturing, distribution and sales activities of special whole-sale ice-cream companies 500-2000. Harry W. Huey. 1c, Pub.

Implement Record, 417 Market St., San Francisco. (M) Material mostly secured direct from trade, but occasional news-purchased. (Query.) Oskood Murdock. Varying rates, Acc.

India Rubber World, 420 Lexington Ave., New York. (M-35) Technical rubber articles, 2500. S. C. Stillwagon. 8c, Pub.

Industrial Finishing, 802 Wulfsin Bldg., Indianapolis. (M-20) Articles of interest of value to industrial users of finishing materials, equipment, supplies in factories, 100-1500. W. H. Rohr. 1/4 to 1c, Pub.

Industrial Marketing, 100 E. Ohio St., Chicago. (M) News and features on industrial marketing and advertising. Ralph O. McGraw. 1c, Pub.

Industrial Retail Stores, Southern Bldg., Washington, D. C. (M-20) Merchandising articles and success stories on "company store" operations, 500-1000. Hull Bronson. 1/2c, Pub.

Industry & Welding, Industrial Pub. Co., 812 Huron Rd., Cleveland. (M-Free) Constructive articles for the welder. Irving B. Hexter. 1c, Pub.

Infants' & Children's Review, 1170 Broadway, New York. (M) Articles on merchandising of infants' and children's garments; news of buyers. Arthur I. Mellin. 1/4c, Pub.

Inland Printer, 205 W. Wacker Dr., Chicago. (M-40) Constructive articles on production, selling, management problems of printing industry. J. L. Frazier. Indefinite rates, Pub.

Insurance Field, 322-28 W. Liberty St., Louisville, Ky. (Life Edn. W-15; Fire Edn. W-25) Correspondents covering fire, casualty, life insurance news in all principal cities. M. R. McGruder. About 1/2c, Pub.

Insurance Salesman, 222 E. Ohio St., Indianapolis. True stories of life insurance helping beneficiaries and policyholders in unusual ways, up to 1200. Sharp prints, candid or action photos of life insurance men. Query with name first. \$2-\$3.50, Acc. C. C. Robinson. 1/4 to 1c, Acc.

International Blue Printer, 506 S. Wabash Ave., Chicago. (M-30) Illustrated technical articles on blue printing, photo copying, mechanical and constructive engineering, 2000 or less. Glen Edwards. 1c, photos \$1, Pub.

Jewelry's Circular-Keystone, 239 W. 39th St., New York. (M-25) Storekeeping, merchandising articles for retail jewelers, important news of jewelry trade, A Merchant Clark. 40c inch, Pub.

Knitted Outerwear Age, 93 Worth St., New York. (M) Regular protected correspondents in principal cities. News and merchandising features. Bertram M. Lebar. 1 1/4 to 2c, Pub.

Laundry Age, 330 W. 42d St., New York. (M-25) "How" articles on laundry operation. J. M. Thacker. Indefinite rates, Pub.

Laundryman's - Cleaner's Guide, Commercial Exchange Bldg., Atlanta, Ga. (M-50) Articles on merchandising, advertising, production, selling, management, delivery fleets maintenance, layout of production line, etc., in modern steam laundry and dry cleaning plants, 750-1200. 1/4 to 1c, photos \$5c to \$1, Pub.

Linens & Domestics, 1170 Broadway, New York. (M-35) Trade and feature articles on linen goods, blankets and towels; interior or window display photos. Query on anything special. Julien Effenbein. 1/4c, photos \$1, Pub.

Liquor Store and Dispenser, 205 E. 42nd St., New York. (M-30) Illustrated merchandising articles 800 for wine and liquor retailers, hotels and restaurants; cartoons. Hartley W. Barclay. 1 1/4c, photos \$1.50, Pub.

Lubrication and Maintenance, 624 S. Michigan Ave., Chicago. (M) Almost entirely staff-written; occasionally buys an assigned article. Query. Brandon E. Rourke. Good rates, Pub.

Luggage and Leather Goods, 1170 Broadway, New York. (M) Successful merchandising plans, department store handbag and luggage departments. Unusual window displays and interior layouts. News about buyers. Arthur Mellin. 1/4c, Pub.

Magazine of Light, The Nela Park, Cleveland, O. (10 issues a year-20) Feature articles of modern lighting installation with a merchandising and engineering appreciation, 1000. J. L. Tugman. 1c, Acc.

Meat, 2244 Calumet Ave., Chicago. (M) Query editor on feature articles based on interviews with meat packing officials on production methods or merchandising ideas. M. L. Samson. 1c, Pub.

Meat Merchandising, 105 S. 9th St., St. Louis, Mo. (M-20) Articles on personnel management; unusual merchandising schemes for meat or canned goods. Frank J. Maher. 1c, Pub.

Men's Wear, 8 E. 13th St., New York. News and features on men's wear departments or stores. H. J. Waters. Good rates, Pub.

Mida's Criterion, 400 W. Madison St., Chicago. (M) News of liquor and wine trade. Query. R. B. Birch, Jr. 1/4c, Pub.

Mill & Factory, (Conover-Mast Corp.) 205 E. 42d St., New York. (M-35) Query editor for copy of magazine and instructions. Hartley W. Barclay. 1c up, usually 1c, Pub.

Modelmaker, Wauwatosa, Wis. (Bi-M-25) Articles, up to 2000, describing working steam model locomotives, gas engines, power boats, model stationary engines. A. C. Kalmach. 1/4c approx., Pub.

Modern Brewer, 205 E. 42d St., New York. (M-40) Interviews with brewers and brew-masters on technical problems; biographical sketches of brewery executives on assignment only. Hartley W. Barclay. 1c up, usually 1c, Acc.

Modern Packaging, 425 4th Ave., New York. (M-50) Illustrated articles on package production and merchandising window and counter display, on assignment only. D. E. A. Charlton. 1 to 4c, Pub.

Modern Plastics, 425 4th Ave., New York. (M-50) Articles on plastic materials, plastic products, uses, adaptations, on assignment only. E. F. Lougee.

Modern Retailing, 250 5th Ave., New York. (Q) Illustrated short articles detailing successful sales ideas, methods and stunts of small stores selling stationery. David Manley. 1c, Pub.

Modern Servicing, 1270 6th Ave., New York. (M) Features for radio service men. Robert C. Herzog. Indefinite rates.

Modern Stationer, 250 5th Ave., New York. (M-25) Illustrated dealer stories. David Manley. 1c, photos \$2.50, Pub.

Motion Picture Herald, Rockefeller Center, New York. (W) Authoritative material of interest to motion-picture exhibitors in conduct of business, acutely technical. Terry Ramsaye. Indefinite rates, Pub.

Motor, 572 Madison Ave., New York. (M) Articles on merchandising, service and management for new car dealers, repair-shop operators, automotive jobbers. Neal G. Adair. Good rates, Pub.

Motor Service, 549 W. Washington Blvd., Chicago. (M) Garage management articles. Illustrations needed showing advertised equipment in use. Submit outline. Herb Packer. Good rates; Acc.

Motorship and Diesel, 192 Lexington Ave., New York. (M-25) News items on Diesel powered boats and short articles on marine Diesel performance. L. R. Ford. 1c, Pub.

Music Trades, 113 W. 57th St., New York. (M-25) News and features of the music business. W. J. Dougherty. 1c, Pub.

National Bottlers' Gazette, 80 Broad St., New York. (M-50) Features of interest to the bottled soft drink industry. W. B. Keller, Jr. \$7.50 page, Pub.

National Carbonator & Bottler, Commercial Exchange Bldg., Atlanta. (M-50) Illustrated articles on merchandising, advertising, production, selling, management, delivery fleets for soft drink industry, in actual use, 750-1250; news items 50-100. 1/2c, 1c, photos 50c to \$1, Pub.

National Cleaner & Dyer, 305 E. 45th St., New York. (M-25) Feature articles; short items 100-1000 of cleaning and dyeing trade; photos. Paul C. Trimble. About 1c, Pub.

National Clothier, Merchandise Mart, Chicago. (M) Short merchandising ideas, features. Allen Sinsheimer. 1/2c, Pub.

National Jeweler, 531 S. La Salle St., Chicago. (M-25) Limited market for illustrated articles with news and merchandising slant, 250 to 500. Francis R. Bentley. 1/2 to 1c, Acc.

National Provisioner, 407 S. Dearborn St., Chicago. (W-20) Practical illustrated merchandising articles on meat packing plants, meat distribution from plant to consumer. Paul I. Aldrich. 1/2c up, Pub.

Northwestern Miller, 118 S. 6th St., Minneapolis, Minn. (W-5) Merchandising articles about or of interest to millers and wholesale distributors; illustrated articles on new wholesale groceries, grocery warehouses; super markets, co-op. establishments. Carroll K. Michener. 1/2c, Acc.

Notion and Novelty Review, 1170 Broadway, New York. News of notion department buyers. Merchandising features. A. I. Mellin. 1/2c, Pub.

Office Appliances, 20 N. Wacker Dr., Chicago. (M) Articles on selling office equipment 1200. Evan Johnson. 30c inch, Pub.

Optometric Weekly, 5 N. Wabash Ave., Chicago. (W) Optometric profession and trade miscellany. Indefinite rates.

Pacific Drug Review, Woodlark Bldg., Portland, Ore. (M-25) Articles on drug merchandising, window and inside display, advertising. F. C. Felter. Nominal rates, Pub.

Packing & Shipping, 30 Church St., New York. (M-25) Items of interest to packing and shipping depts. of industrial companies, on packing, loading, handling, distribution, loss and damage in shipping etc., 1000. C. M. Bonnell, Jr. 1/2 to 1c, photos 6c to \$1, Pub.

Paper Converters, 2009 Conway Bldg., Chicago. (M-35) Merchandising articles to 1200; descriptions of new paper products. F. G. Pulley, Mng. Ed. 1/2c, Pub.

Picture and Gift Journal, 537 S. Dearborn St., Chicago. (M-20) Merchandising articles on gift and picture shops, photos. J. C. Raleigh. About 1/2c, photos, 50c to \$1, Pub.

Playthings, 381 4th Ave., New York. (M-25) Merchandising articles on dolls, toys, games. Accounts of toy store promotions, to 2500. J. M. Cloud. Payment according to value.

Plumbing and Heating Trade Journal, 515 Madison Ave., New York. (M-25) Articles covering current trends in plumbing and heating business; unusual merchandising, management methods of successful contractors with pertinent high-grade human-interest illustrations, 1000. J. P. Koelisch. Good rates, Pub.

Power, 330 W. 42nd St., New York. (M-35) Technical articles on power generation by engineers or power executives, up to 1500. \$10 to \$12 page, 1000 words, Pub.

Power Plant Engineering, 53 W. Jackson Blvd., Chicago. (M-25) Articles on power plant operation, appliances and use, 500-1500. Arthur L. Rice. 6/10c, Pub.

Power Wagon, 536 Lake Shore Drive, Chicago. (M) Articles on operation and maintenance of large fleets. A. W. Stromberg. 1c, Pub. (Slow to use.)

Practical Builder, 59 E. Van Buren St., Chicago. (M-25) Correct technical articles on residential and smaller business building, with "how-to-do-it" standpoint, 300. Phil W. Hanna. 70c inch, Pub.

Printing, 41 Park Row, New York. (M-25) Printing plant and sales management articles up to 1200, trade news of employing printers and their plants. Charles C. Walden, Jr., Ed.; Ernest P. Trotter, Mng. Ed. 30c inch, photos, \$1 and \$2, Pub.

Progressive Grocer, 161 6th Ave., New York. (M-20) Illustrated idea articles 100-200, grocery trade articles, especially success stories, 1200-1500; photos. Ralph F. Linder. 1c to 2c, Acc. Original photos with grocery slant, 1/2 each. Attractive photos of food window and interior displays, meat displays, \$3 to \$5 each.

Publishers Weekly, The, 62 W. 45th St., New York. (W-15) Articles about and of interest to the book trade 1500-2000. Frederic G. Melcher. 1c 10th of mo. following Pub.

Radio & Electric Appliance Journal (including *The Radio Merchant*), 1270 6th Ave., New York. (M) Trade news and features. Limited market. Daniel Webster. Fair rates, Pub.

Radio Retailing, 330 W. 42nd St., New York. (M) Illustrated features on radio merchandising, 100-500. W. MacDonald. 1c up, Acc.

Radio To-day, 480 Lexington Ave., New York. (M) News and features of trade. Dr. Orestes H. Caldwell. 1c up, Pub.

Radio Weekly, 99 Hudson St., New York. (W) Correspondents in principal cities provide news coverage. Low rates, Pub.

Railway Mechanical Engineer, 30 Church St., New York. (M-35) Railroad shop kiiks, photos. Roy V. Wright. 50c inch, Pub.

Real Estate Record, 119 W. 40th St., New York. (W-50, M-25) Articles on building management (office and apartment buildings). Norbert Brown. 1c, Pub.

Refrigeration, 711 Glenn St., S.W., Atlanta, Ga. (W-10) Name and fact stories on ice refrigeration and merchandising of ice and ice refrigerators. O. J. Willoughby. \$4 column, Pub.

Restaurant Management, 222 E. 42nd St., New York. (M-25) Fictorial shorts; short articles on cafeterias, counter lunch rooms, store and industrial restaurants; illustrated; short ideas. J. O. Dahl. 1c up, Acc.

Retail Bookseller, The, 55 5th Ave., New York. (M-15) Approved articles of practical interest to booksellers and rental library proprietors, 1500-2500. Francis Ludlow. 1c, Acc.

Retail Ledger and Homeware, 260 Tremont St., Boston. (M) Articles on department store management, promotions, etc. Wm. C. Pank. 1/2c, Pub.

Retail Tobacconist, 1260 Broadway, New York. (M-15) Articles on business methods of successful tobacconists 500-1500. H. P. Patrey. 1/2c, Pub.

Rock Products, 205 W. Wacker Dr., Chicago. (M) Articles on cement, lime, gypsum quarries, sand and gravel plant operations, etc. Indefinite rates, Pub.

Rough Notes, 222 E. Ohio St., Indianapolis. (M) Business-getting ideas of interest to automobile, casualty, fire and marine insurance salesmen. Irving Williams. Fair rates, Pub.

Rubber Age, 250 W. 57th St., New York. (M-25) Articles of interest to manufacturers of rubber products up to 2400. M. E. Lerner. \$8 page, Pub.

San Francisco Styles and Selling, 507 Montgomery St., San Francisco. (M) Very brief selling ideas used by Pacific Coast dry goods, department and general stores. 20c inch, Pub.

Seed World, 223 W. Jackson Blvd., Chicago. (2M) Articles on growing and merchandising seeds. W. L. Oswald. 1/2c, Pub.

Service, 19 E. 47th St., New York. (M-25) Technical or semi-technical articles of interest to the radio service man, and distributor of radio parts and accessories. W. W. Waltz. E. E. 1c, Pub.

Shipping Management, 404 4th Ave., New York. (M-25) Articles of interest to shippers of leading manufacturing, wholesaling, and retailing firms. 1c, Pub.

Shoe Repairer and Findings Dealer, 111 Summer St., Boston. (M-20) News and findings dealers; features on progressive methods of outstanding repair shops. W. C. Hatch. \$4 per 1000, Pub.

Shoe Repair Service, 702 Commercial Bldg., St. Louis. (M-Gratis) Constructive articles pertaining to shoe repairing by high-grade shoe rebuilders, 300-1500; fillers 50-100. A. V. Fingulin. 1/2c to 1c, Pub.

Soda Fountain Magazine, The, 420 Lexington Ave., New York. (M-15) Illustrated articles on business-building methods for soda fountains, soda lunches, up to 1000. V. E. Moynahan. 1c, Pub.

Southern Funeral Director, 711 Glenn St., S.W., Atlanta, Ga. (M-25) Articles of interest to southern morticians; merchandising in display rooms, collections, advertising. J. C. Edwards. 1/2 to 1 1/2c, Pub.

Southern Hardware, 1020 Grant Bldg., Atlanta, Ga. (M-25) Illustrated articles on management and merchandising methods in southern hardware stores. T. W. McAllister. 1c up, Pub.

Southern Knitter, Clark Pub. Co., Charlotte, N. C. (M) Technical articles pertaining to knit goods manufacturers. David Clark. Indefinite rates, Pub.

Southern Printer, Mortgage Guarantee Bldg., Atlanta. (M) Illustrated practical, factual articles 750, based on actual experiences of printers in 14 southern states. William D. Harris. 20c, Col. inch, Pub.

Southern Seedsman, The, 225 College Blvd., San Antonio, Texas. (M) Articles on agronomy, genetics, insect and fungus control; also on merchandising plans used by Southern seedsman, 1000-2000. Austin E. Burges. 1/2 to 1 1/2c, photos \$1 to \$3, Pub.

Southwestern Baker, 542 M. & M. Bldg., Houston, Tex. (M-10) News-and features of Texas, Arkansas, Louisiana, Mississippi, So. Carolina, Tennessee, Texas, Alabama, Florida, Georgia, N. Carolina, Oklahoma and New Mexico baking industry. Charles Tunnell. 1/2 to 1c, photos \$1, Pub.

Southwestern Bottler, P. O. Box 456, San Antonio, Tex. (M-25) Practical merchandising articles based on interviews with specific bottlers in New Mexico, Oklahoma, Louisiana and Arkansas. Laney McMath. 1/2c up, Pub.

Spice Mill, The, 106 Water St., New York. (M-35) Feature articles on tea, coffee, spices, condiments and flavoring, especially dealing with practical manufacturing and merchandising problems. C. S. Sewell. 1/2 to 1c, Pub.

Spirits, 220 E. 42nd St., New York. (M-25) Short items on activities of wine and spirit wholesalers, distributors and their salesmen. A. B. Greenleaf. 1/2c, Pub.

Sporting Goods Dealer, The, 10th and Olive Sts., St. Louis, Mo. (M) Illustrated interviews on sporting goods merchandising, store arrangement, news. H. G. Heitzberg. 1/2c up, Pub.

Sporting Goods Journal, 400 W. Madison St., Chicago. (M) Specific articles describing merchandising programs of sports stores, 500-1000; photos. Ames A. Castle. 1/2c up, Pub.

Starchroom Laundry Journal, 305 E. 45th St., New York. (M-25) Feature articles on the laundry business, 1000. Noel Grady. 1/2 to 1c, Pub.

Super Market Merchandising, 45 W. 45th St., New York. (M) Illustrated articles, and news items, on management and operation of super markets. M. M. Zimmerman. 1/2c, Acc. houses, growers, wholesalers of flowers; short fiction. Kenneth W. Heck. 1/2c, Pub.

Telegraph Delivery Spirit, Suite 805, H. W. Hellman Bldg., Los Angeles. (M-50) Illustrated business-building features of florist trade, covering T. D. S. subscribers and florist supply houses, growers, wholesalers of flowers. Kenneth W. Heck. 1/2c. Pub.

Tire Review, Buckeye Bldg., Akron, Ohio. (M) News of tire trade; merchandising articles on tire retailers. John M. Pitenger. 1c. Pub.

Tires Magazine, 420 Lexington Ave., New York. (M-25) Merchandising and servicing articles on tire retailers and super-service station operators 1500-2000. Jerome T. Shaw. 1/2 to 1c, news items 25c incl, fillers 1/2c, photos \$2. Pub.

Toilet Requisites, 101 W. 31st St., New York. (M) Class magazine for retailers of the better types of toilet goods including department stores and retail druggists with specialized toilet goods departments. Features dealing with dealer helps, ideas, general news items. Elmer Sheets. 1c. Pub.

Tool Engineer, The, 2842 W. Grand Blvd., Detroit. (M) Technical articles on mass manufacturing methods, new processes, new types of fixtures, etc. up to 1200. Roy T. Bramson. \$10 page (3 col. 10 in.-10 pt.). Pub.

Toys and Bicycles, 307 N. Michigan Ave., Chicago. (M) Illustrated merchandising features from leading toy departments and stores, 250-1000. Corena Daugherty. 1/2c. Pub.

United States Tobacco Journal, 99 Hudson St., New York. (W) Correspondents in principal cities provide news coverage. Fair rates, Pub.

Voluntary and Cooperative Groups Magazine, The, 114 E. 32d St., New York. (M) Constructive articles for heads of voluntary and cooperative organizations 1000-2000. Gordon Cook. 1/2c, photos \$1. Pub.

Wallpaper Magazine, 9 E. 40th St., New York. (M-25) Sales promotion, success stories, new ideas in dealer display, 1000-2000; trade news. A. Louise Fillebrown. 1c. Pub.

Welding Engineer, 608 S. Dearborn St., Chicago. (M) Technical and practical articles of interest to welding departments and shops. Ralph S. Kenrick. 1c. Pub.

Western Appliance Merchandising, 1115 Venice Blvd., Los Angeles. (M) News and features of interest to Western retail dealers in electrical goods, radio, plumbing, hardware, furniture. Paul W. Blackford.

Western Beverage, 627 Mills Bldg., San Francisco. (M-25) Articles covering winery and spirits industries of West. Robert W. Walker. No payment.

Western Brewing World, 420 S. San Pedro, Los Angeles. (M) News and features of brewing industry of West. Robt. J. Pritchard. Query on features. Good rates, Pub.

Western Confectioner Ice Cream News, 420 S. San Pedro St., Los Angeles. (M-25) Features on successful merchandising methods of candy and ice cream manufacturers in the West. Query. Geo. F. Haines. 25c incl. Pub.

Western Construction News, 333 Kearney St., San Francisco. (M-25) Articles on all phases of Western civil engineering. J. I. Ballard. Varying rates.

Western Hotel Reporter, 681 Market St., San Francisco. (M-25) Illustrated articles of interest to hotel and restaurant men 1500. Jay G. Hilliard. 20c incl. Pub.

Western Plumbing & Heating Journal, 3665 S. Vermont Ave., Los Angeles. (M) Trade news and features from west of the Rockies. John B. Reeves. Indefinite rates, Pub.

Wholesaler's Salesman, 330 W. 42nd St., New York. (M-25) Query editor on possible features. J. H. Frederick. Good rates, Pub.

Wine Review, 420 S. San Pedro St., Los Angeles. (M-25) Articles of interest to wineries; news items. Query on features. H. H. Marquis. 25c incl. Pub.

Wood Construction, Xenia, O. (2M-20) News articles on retail lumber and building supply dealers, based on specific interviews. Findley M. Torrence. 16c incl. including art. Pub.

LIST D

Juvenile and Young People's Publications

Adventure, (Evangelical Bd. of Christian Ed.) 1724 Chouteau Ave., St. Louis. (W) Boys and girls, 12-15. Short-stories, occasional serials, 1500-2500 per installment, character development, adventure, mystery, humor. Poems, 3-4 verses. Articles of general educational value, 400-1500; editorials, 300-400. Illustrations desired. 20-30c per 100 wds., verse 5-10c line, Acc.

Ambassador, The, (Baptist Sunday School Board) 161 8th Ave., N., Nashville, Tenn. (W) Ages 13 to 17. Not in the market.

American Boy, The, 7430 2nd Blvd., Detroit, Mich. (M-15) Boys, high-school and college age. Short-stories up to 4500, Western, mystery, sports, detective, etc., Humor. Fillers 300, with action photos on achievements of boys; picture spreads. Franklin M. Reck, Mng. Ed. 2c up, Acc.

American Farm Youth Magazine, 132 N. Walnut, Danville, Ill. (M-10) Outdoor, rural, modern agricultural articles 100-1000, adventure, mystery, action short-stories 1000-4000, adventure novelettes 6000-12,000, jokes, news items on FFA activities. Homer Paul Andersen. 1/2c up, photos 50c to \$2. Pub.

American Girl, (Girl Scouts, Inc.) 14 W. 49th St., New York. (M-15) Girls, ages 10 to 18. Action short-stories 2500-3700; articles 1500-3000. Anne Stoddard. 1c up, Acc.

American Newspaper Boy, 416 N. Marshall St., Winston-Salem, N. C. (M) Short-stories preferably of newspaper carrier boy characters only by authors familiar with modern newspaper boy duties, 2000-3000. Bradley Welfare. \$10 per story, Acc.

Boy Life, (Standard Pub. Co.) 9th and Cutter Sts., Cincinnati. (W) Boys 13 to 17. Wholesome short-stories 1800-2000; serials, articles, miscellany. 1/2c up, Acc.

Boys' and Girl's Comrade, (Gospel Trumpet Co.) 5th and Chestnut, Anderson, Ind. (W) Ages 9 to 15. Stories of character building or religious value 1000 to 2000; serials 5 to 10 chapters; verse 2 to 6 stanzas. Ida Byrd Rowe. \$3 per M., photos 50c to \$2. Pub.

Boys' Life, 2 Park Ave., New York. (M-10) Boy Scouts publication, ages 14 to 18. Outdoor adventure, sport, achievement short-stories 2000-4500; serials 2 to 4 installments of 5000; articles up to 2000. James E. West; Irving Crump, Mng. Ed. 1 1/2c up, Acc. (Well stocked.)

Boys' World, (D. C. Cook Pub. Co.) Elgin, Ill. (W) Boys 15 to 18. Short-stories 2200-2500; serials 4 to 6 chapters, 2200-2400 each, scientific news items with photos; successful boys (photos); verse. Good rates, Acc.

Canadian Boy, (United Church Publications) 299 Queen St. W., Toronto, Canada. (W) Teen-age boys. Short-stories, serials, verse, photos. Archer Wallace. 1/2c. Acc.

Canadian Girl, (United Church Publications) 299 Queen St. W., Toronto, Canada. (W) Teen-age girls. Short-stories, serials, verse, photos. Agnes Swinaston. 1/2c. Acc.

Cargo, (Methodist Pub. House) 810 Broadway, Nashville, Tenn. (W) Teen-age boys and girls. Short-stories 3000-3500; serials 3 to 10 chapters, striking photos. Rowena Ferguson. Robert A. McGaw. 1/2c up, Acc.

Catholic Boy, The, 1300 Foshay Tower, Minneapolis, Minn. (M-10) Wholesome action short-stories 2200-2500; articles for boys. J. S. Gibbons. 1/2 to 1c, Pub.

Catholic Girl, The, 20 Prospect St., Terryville, Conn. (M-15) Girls, high-school age. Wholesome, romantic, mystery, school short-stories 2500; vocational articles 1500-2500. Mrs. Margaret H. Sullivan. About 1/2c. Pub.

Challenge, The, (Baptist Sunday School Board) 161 8th Ave., N., Nashville, Tenn. (W) Young people, 17 years up. Adventure, achievement short-stories 1500-3500; descriptive biographical, travel articles up to 2000 (authorities must be cited); verse; short editorials 200-500. Wallace Greene. 1/2c. verse \$1 to \$2.50, Acc.

Challenge, (Presbyterian Publications) 73 Simcoe St., Toronto, Ont., Canada. (W-03) Young people, 16 years up. Adventure, achievement, moral short-stories 2500-3000, articles 1000-2500, fact items, fillers, verse. N. A. MacEachern. Varying rates, Pub.

Child Life, (Rand, McNally & Co.) 536 S. Clark St., Chicago. (M-25) Ages up to 12. Short-stories, miscellany up to 1800. Marjorie Barrows. 1/2 to 1c, Pub. (Overstocked.)

Children's Friend, The, 425 Fourth St., Minneapolis, Minn. (W) Lutheran juvenile short-stories up to 2000 with religious note; articles 1800-2000; serials, 7-8 chapters; very little verse. Rev. John Peterson. \$2.50 to \$3 per M., Acc.

Children's Leader, (Amer. Baptist Pub. Soc.) 1703 Chestnut St., Philadelphia. (M-10) Short-stories for children, 500-1500; articles on religious education of children; editorials. Margaret M. Clemens. \$4.50 M., Acc.

Children's Play Mate Magazine, 3025 E. 75th St., Cleveland, O. (M-15) Boys and girls up to 14. Mystery, adventure short-stories up to 1800; nursery stories; imaginative verse 1 to 5 stanzas. Esther Cooper. 1c, verse 25c line, Acc.

Child's Own, The, General Bd. of Religious Education, 604 Jarvis St., Toronto, Canada. (W) Children under 8. Short-stories 250; verse. D. B. Rogers. 1/2c, payment quarterly.

Christian Youth, 327 N. 13th St., Philadelphia. (W) Teen ages; interdenominational. Wholesome short-stories with Christian teaching and uplift 2000-2200; fillers; nature, fact, how-to-make-it articles 300-1000; Bible puzzles. Charles G. Turnbull; John W. Lane, associate. \$10 a story, fillers \$1 to \$4, puzzles 50c to \$1, Acc.

Classmate, (Methodist Book Concern) 420 Plum St., Cincinnati. (W-5) Young people 18 to 24. Not interested in unsolicited material. A. D. Moore.

Dew Drops, (D. C. Cook Pub. Co.) Elgin, Ill. (W) Children 5 to 8. Short-stories 700-900; short articles, editorials 250-300; verse up to 12 lines. Good rates, Acc.

Epworth Herald, 740 Rush St., Chicago. (2M-6) Articles and short-stories of interest to young Methodists, high school, college ages, 1000; serials 5000; nature, religious verse up to 20 lines; photos. W. E. J. Gratz. About 1/2c, verse 15c line, Pub.

Epworth Highroad, (Methodist Pub. House) 810 Broadway Nashville, Tenn. (M) Young people 16 to 24. Short-stories 2500-4000; serials, 4-6 chapters; illustrated articles 1000-1800; striking photos. Miss Rowena Ferguson. 1/2c up, Acc.

Explorer, The, (United Church Publications) 209 Queen St. W., Toronto, Canada. (W) Boys and girls 9 to 11. Short-stories, serials, verse. Agnes Swinaston. 1/2c. Acc.

Forward, (Presbyterian Bd. of Christian Education) 910 Witherspoon Bldg., Philadelphia. (W) Young people, 18 to 23 years. Short-stories 3000; serials not over 8 chapters, 3000 each; illustrated articles 900; editorials 400-800; young viewpoint, interesting style. Park Hays Miller. 50c per 100 words, Acc.

Friend, The, (United Brethren Pub. House) Dayton, O. (W) Boys' and girls' moral, educational short-stories 1000-2500; serials 2 to 8 chapters; informational, inspirational articles 100-800; short verse. J. W. Owen. \$1 to \$5 per story, poems 50c to \$2, Acc.

Friends, (Evangelical Bd. of Christian Ed.) 1724 Chouteau Ave., St. Louis. (W) Children, 5-8. Short-stories 600-800, character development, religious background; short verse. Illustrations desired, 20-30c per 100 wds., verse 5-10c line, Acc.

Front Rank, The, (Christian Bd. of Pub.) Beaumont and Pine, St. Louis, Mo. (W) Young people and adults. Moral short-stories 2500-3500; serials 20,000-25,000; illustrated articles; poems; editorials, fillers; photos. \$3.50 per M., Acc.

Girlhood Days, (Standard Pub. Co.) 9th and Cutter Sts., Cincinnati, O. (W) Girls 13 to 17. Wholesome short-stories 1800-2000; serials; miscellany. 1/2c up, Acc.

Girls' Companion, (D. C. Cook Pub. Co.) Elgin, Ill. (W) Girls 15 to 18. Short-stories 2000-2500; serials 2 to 6 chapters, 2500 each; illustrated occupation articles 150-1000; editorials 100-400. Good rates, Acc.

Girls' World, (Am. Baptist Pub. Society) 1701 Chestnut St., Philadelphia. (W-2) Girls 12 to 16. Wholesome action short-stories 2500; serials, 2500-word chapters; informative articles 200-800; character-building editorials up to 500; photos. Miles W. Smith. \$4.50 per M., Acc.

Highway, (Christian Bd. of Pub.) Beaumont and Pine Sts., St. Louis, Mo. (W) Boys and girls, 12-18. Short-stories not over 2500; serials, 8-12 2500-word chapters; poems up to 20 lines; illustrated articles 100-1000. Frances Woolery. \$3.50 per M. Acc.

Institute Leaflet, General Bd. of Religious Education, 604 Jarvis St., Toronto, Canada. (W) Boys and girls, 9 to 11. Short-stories 1200, serials, verse. Rev. D. B. Rogers. ¼c, payment quarterly.

Jewels, (United Church Publications) 299 Queen St., W., Toronto, Canada. (W) Material for small children. ¼c, Pub.

Junior Catholic Messenger, 124 E. 3d St., Dayton, O. (W) Boys and girls 3d and 4th grade age. Short-stories, simple vocabulary, up to 600; short fillers, jokes, verse; news and feature photos. Mrs. Mary Pfau Fisher. ¼c to 1c, photos \$1 to \$3. Acc. (Slow.)

Junior Joys, (Nazarene Pub. House) 2923 Troost Ave., Kansas City, Mo. (W-5) Boys and girls 9 to 12. Market supplied at present. Mrs. Elizabeth Hodges. ¼c, Acc.

Junior Life, (Standard Pub. Co.) 9th and Cutter Sts., Cincinnati. (W) Children 9 to 12. Wholesome short-stories 1200-1500, shorter articles. ¼c, Acc.

Junior Weekly, (Methodist Book Concern) 420 Plum St., Cincinnati, Ohio. Children 9 to 12. No unsolicited material.

Junior World, (Christian Bd. of Pub.) Beaumont and Pine Sts., St. Louis. (W) Children 9 to 12. Short-stories up to 2100; serials 8 to 12 2100-word chapters; poems up to 20 lines; illustrated informative articles 100 to 1800. Hazel A. Lewis. \$3 to \$4 per M., Acc.

Junior World, (Am. Baptist Pub. Society) 1701 Chestnut St., Philadelphia (W-2) Children 9 to 12. Short-stories up to 2500; serials 2500-word chapters; miscellany. Miles W. Smith. \$4.50 per M., Acc.

Little Folks, The, (Augustana Book Concern) Rock Island, Ill. (W) Children 5 to 8. Religious short-stories up to 450; verse; photos. Mrs. Edith Cling Palm, Hector, Minn. ¼c, Pub.

Lutheran Boys and Girls, (Lutheran Pub. House) 1228 Spruce St., Philadelphia (W) Ages 9 to 14. Short-stories, articles. Low rates, Acc.

Lutheran Young Folks, (Lutheran Pub. House) 1228 Spruce St., Philadelphia. (W) Boys and girls over 14. Illustrated descriptive articles; short-stories 3000-3500; serials 6-12 chapters. Fair rates, Acc.

Mickey Mouse Magazine, K. K. Pubs., Inc., 1270 6th Ave., New York. (M-10) Not in the market.

Olive Leaf, (Augustana Book Concern) Rock Island, Ill. (W) Boys and girls, 8 to 11. Religious, adventure short-stories 600; articles 500; verse 8 to 12 lines. Submit MSS. to Rev. J. Helmer Olson, 3309 Seminary Ave., Chicago. ¼c, Pub.

Onward, (United Church Pubs.) 229 Queen St. W., Toronto. (W) Young people. Short-stories, articles, serials, verse, nature and science material. Archer Wallace. ¼c, Acc.

Onward, Box 1117, Richmond, Va. (W-3) Presbyterian young people. Character building short-stories, serials, short articles, editorials. Miss Clarabel Williams. \$3 to \$5 per M., Acc.

Open Road for Boys, 729 Boylston St., Boston. (M-10) Older boys' interests. Aviation, sport, adventure, humorous short-stories 2000-3500; serials up to 40,000; articles 1000-1500. Photos. Clayton H. Ernst. ¼c up, Pub. or Acc.

Our Children, (Brethren Pub. House) 16-24 S. State St., Elgin, Ill. Children 6 to 8. Not in the market.

Our Boys and Girls, (Evangelical Pub. House) 3rd and Reily Sts., Harrisburg, Pa. Juniors, 9 to 11. Short-stories, articles, up to 2000; serials; verse, photos. Edith A. Loose. Low rates, Acc.

Our Boys and Girls, (Brethren Pub House) 16-24 S. State St., Elgin, Ill. (W) Boys and girls 9 to 12. Not in the market.

Our Little Folks, (United Brethren Pub. House) Dayton, O. (W) Children 4 to 9 years. Short-stories 300-600. J. W. Owen. Up to ¼c, Acc.

Our Young People, (Brethren Pub. House) 16-24 S. State St., Elgin, Ill. (W) Young people 13 to 20 and older. Not in the market.

Parade of Youth News Service, 1727 K. St., N.W., Washington, D. C. (W) Boys and girls high-school ages. Short-stories up to 1200, serials 2 to 4 parts 200 each, boy, girl or animal characters. News tips on outstanding boy or girl activities, accomplishments. William Kroger. \$10 up per story or installment, Pub.

Picture Story Paper, (Methodist Book Concern) 420 Plum St., Cincinnati, O. Children 4 to 8. No unsolicited material.

Picture World, (Am. Sunday School Union) 1816 Chestnut St., Philadelphia. (W) Children under 12. Short-stories and incidents impressing moral and religious truths 400-800, verse. \$5 per M., verse 50c stanza, Acc.

Pioneer, The, (Presbyterian Bd. of Christian Education) 910 Witherspoon Bldg., Philadelphia. (W) Boys 11 to 15. Short-stories 2500-3000; serials 6 to 8 chapters 2500 each; illustrated articles 800-1000; non-preachy editorials; cartoons; verse. Park Hays Miller. \$5 per M., photos 50c, Acc.

Portal, (Methodist Book Concern) 420 Plum St., Cincinnati, O. (W-2) Girls 12 to 18. No unsolicited material.

Queens' Gardens, (Presbyterian Bd. of Christian Education) 910 Witherspoon Bldg., Philadelphia. (W) Girls 12 to 15. Short-stories 2500-3000; serials 6 to 8 chapters 2500 each; illustrated articles; editorials, verse, cartoons. Park Hays Miller. \$5 M., Acc.

Shining Light, (Gospel Trumpet Co.) 5th and Chestnut Sts., Anderson, Ind. (W-4) Children 5 to 9. Moral, character-building, religious short-stories 300-800; nature, religious verse; photos of nature, children. Ida Byrd Rowe. \$3 per M., Pub.

Sodalist, The, (Franciscan Fathers) 1615 Republic St., Cincinnati, O. (M-5) Catholic young people 14 to 21. 1000-1500 word feature articles on unusual persons, latest scientific discoveries and appliances. Rev. H. Blocker, O.F.M. ¼c, Acc.

St. Nicholas, 420 Lexington Ave., New York. (M-25) Boys and girls 6 to 16. Distinctive action short-stories up to 3500; serials by commission; brief amusing verse; travel, nature articles. Vertie A. Coyne. 1c up, verse 25c line, Pub.

Stories for Primary Children, (Presbyterian Bd. of Christian Ed.) 910 Witherspoon Bldg., Philadelphia. (W) Children, 6 to 8. Character-building short-stories 500-800. Things to make and do. Park Hays Miller. Up to ¼c, verse 25c for 4 lines, Acc.

Storyland, (Christian Bd. of Pub.) Beaumont and Pine Sts., St. Louis, Mo. (W) Children under 9. Short-stories 300-1000; poems up to 20 lines; handicraft articles 300-500; drawings or photos, child or animal subjects; simple puzzles. Hazel A. Lewis. \$3 to \$4 per M. Acc.

Story Parade, 70 5th Ave., New York. (M-15) Children 8 to 12. Juvenile short-stories, articles, plays up to 2500; high literary standard; poems. L. Parker. 1c, Pub.

Storytime, (Baptist Sunday School Bd.) 161 8th Ave., N., Nashville, Tenn. (W) Children 4 to 8. Short-stories 400-700; articles and suggestions for playthings children can make 100-300; verse. Agnes Kennedy Holmes. ¼c, Acc.

Story World, (Am. Baptist Pub. Soc.) 1701 Chestnut St., Philadelphia. (W-2) Children under 9. Short-stories 300-600; verse. Miles W. Smith. \$4.50 per M. Acc.

Sunday Companion, The, 261 Broadway, New York. (W) Catholic juvenile for parish schools. Fiction; current events, miscellany. M. A. Daily. Rates not stated.

Sunday School Messenger, (Evangelical Church) 3rd and Reily Sts., Harrisburg, Pa. Young people, 12 to 17. Short-stories, serials. W. E. Peffley. Low rates, Acc.

Target, (Methodist Book Concern) 420 Plum St., Cincinnati. (W-2) Boys 9 to 15. Alfred D. Moore. No unsolicited material.

Treasure, (Evangelical Bd. of Christian Ed.) 1724 Chouteau Ave., St. Louis. (W) Boys and girls, 9-11. Short-stories, serials 3-4 installments, 700-1500, character development, religious background. Poems, 2-4 verses. Illustrations desired. 20-30c per 100 wds., verse 5-10c line, Acc.

Two to Teens, 401 Berger Bldg., Pittsburgh, Pa. (Q-10) Children 12 years up. Short-stories 1000-1500; serials 5000, verse 36 lines. Mary S. Powell. ¼c up, poems 10c line, Pub.

Watchword, The, (United Brethren Pub. House) 240 W. 5th St., Dayton, O. (W) Young people. Short-stories 1500-3000; serials, miscellany. E. E. Harris. \$1.50 to \$2 per M., Acc.

What To Do, (D. C. Cook Pub. Co.) Elgin, Ill. (W) Boys and girls 9 to 13. Short-stories 2500; serials 2-6 chapters 2500 each; short informational articles 300; inspirational verse; editorials 100. Good rates, Acc.

Young American, (Eton Pub. Corp.) 32 E. 57th St., New York. (W-5) Boys and girls up to 18. Fast-moving short-stories 900-1000. Louis A. Langreich. \$10, Pub.

Young Canada, (Presbyterian Publications) 73 Simcoe St., Toronto, Ont., Canada. (W-02) Junior teen-age boys and girls. Short-stories 2000, short articles on invention, popular science, achievement, nature, foreign lands, etc., up to 500. N. A. MacEachern, M. A. Varying rates, Pub.

Young Catholic Messenger, 124 E. 3d St., Dayton, O. (W) Boys and girls, junior high age. Short-stories up to 1200, high ideals. Mrs. Mary Pfau Fisher. ¼c to 1c, Acc.

Young Crusader, The, 1730 Chicago Ave., Evanston, Ill. (M-3) W. C. T. U. children's paper. Temperance, health, character-building short-stories up to 1500. Katharine P. Crane. ¼c, Acc. Verse, no payment.

Young Dancer, 49 W. 45th St., New York. (M-15) Articles, about famous dancers, past and present, for dance students 6 to 16, emphasis on glamour; short-stories up to 1500; short humorous verse; cartoons. Rosalie Livingston. 1c, Pub.

Young Israel, 3 E. 65th St., New York. (M-10) Children under 16. Short-stories, articles of Jewish interest, 1200-2000; verse. Elsa Wehl. Under 1c, verse \$3 to \$5, Acc.

Young People, The, (Augustana Book Concern) Rock Island, Ill. (W) Articles and short-stories, serials, Christian ideals for children 11 to 16; photos. Low rates, payment quarterly.

Young People's Friend, (Gospel Trumpet Co.) 5th and Chestnut Sts., Anderson, Ind. (W) Moral, character-building, religious short-stories 1000-2500; serials 8 to 15 chapters; verse 3 to 8 stanzas. Ida Byrd Rowe. \$3 per M., Pub.

Young People's Paper, (Am. Sunday School Union) 1816 Chestnut St., Philadelphia. (W) Late teen ages. Interdenominational feature and inspirational articles; short-stories up to 2500; serials 13,000; fillers 200-800. \$4 to \$5 per M., Acc.

Young People's Standard, (Nazarene Pub. House) 2923 Troost Ave., Kansas City, Mo. (W-5) Short-stories up to 1500, articles up to 1200; verse up to 20 lines, fillers. Sylvester T. Ludwig. \$2.50 per M, verse 25c for 4 lines, Acc.

Young People's Weekly, (D. C. Cook Pub. Co.) Elgin, Ill. (W) Ages 18 to 25. Short-stories 2500; serials 2 to 6 chapters of 2500; scientific, popular articles; editorials 100-400. Good rates, Acc.

Young Soldier and Crusader, The, (General Bd. of Religious Education) 604 Jarvis St., Toronto, Canada. (W) Young people. Short-stories up to 2400; verse. Rev. D. B. Rogers. ¼c, payment quarterly.

Youth, (Evangelical Bd. of Christian Ed.) 1724 Chouteau Ave., St. Louis. (W) Young people, 16-24 years. Short-stories, occasional serials, installments of 2000-2500; character development; may have religious background. Poems, 3-4 verses. Articles on science, nature, of general informational value, 600-1500. Provocative editorials 300-500. Illustrations desired. 20-30c per 100 wds., verse 5-10c line, Acc.

Youth's Comrade, The, (Nazarene Pub. House) 2923 Troost Ave., Kansas City, Mo. (W-5) Boys and girls, teen ages. Short-stories 2500, also 800-1000, serials, verse, news items, art work, religious and out-of-door subjects. Miss Edith Lantz. \$2.50 per M., Acc.

Youth's World, Am. Baptist Pub. Soc., 1701 Chestnut St., Philadelphia. (W-2) Boys, 13 to 16. Short-stories 1000-2500; serials 4 to 8 chapters 2500 each; articles 500 to 900; character-building editorials up to 600; handicraft; fact items, photos. Miles W. Smith. \$4.50 per M., Acc.

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LITERARY MARKET TIPS

(Continued from page 14)

The Gramercy Publishing Co., 444 Fourth Ave., New York, is a new book publishing company, allied with the Phoenix Press. It is chiefly interested in romance novels of about 60,000 words. Writers should submit sample chapter and synopsis rather than completed manuscript. No first-person stories. Address Miss A. Sachs. Like the Phoenix Press, it purchases manuscripts outright at rates agreed upon with the author.

Young Love, one of the former Dell magazines, 149 Madison Ave., New York, has not been revived, as erroneously stated in our February issue. There is a possibility, however, that it may reappear in the not too distant future, according to Helen MacVichie, editor of *Sweetheart Stories*. Readers are reminded that the previously announced \$1500 prize contest conducted by *Sweetheart Stories* closes at midnight, March 15.

The United Church Publishing House, 299 Queen St., W., Toronto 2, Canada, is so overstocked with material for its illustrated papers for young people, *Onward*, *The Canadian Boy*, *The Canadian Girl*, and *Jewels*, that it does not care to encourage contributors, writes Archer Wallace, editor.

Readers are requested to disregard as misleading the references to *College Humor* on page 7 of last *AUTHOR & JOURNALIST*. This periodical of Standard Magazines, Inc., published at 22 W. 48th St., New York, should have been grouped with the "other markets" mentioned at the close of the article. *College Humor* features some of the best known writers in the smooth-paper field and maintains very exacting standards.

Bachelor, which was reported as discontinued, sends word that its new address is Circleville, Ohio, and that it continues in the market for short-stories and articles on the varied interests of the discerning cosmopolite. Fanchon Devoe, editor, offers no set rate of payment, on publication.

World Youth, 115 Newbury St., Boston, rarely prints unsolicited manuscripts. Most of its material is obtained from high-school and college students, in various countries.

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The Trapper & Sportsman, formerly issued as *The Trapper*, at Cedar City, Utah, has moved to 1525 Eighteenth Street, Denver, Colo., and is making plans for increased coverage of the field. It is the official monthly publication of the American Trappers Association. R. S. Oakes, editor, obtains a great deal of material from trappers and officers of the association, but will consider exceptional articles. His particular need is for good outdoor photos, especially, of live fur-bearing animals. No pictures depicting cruelty will be considered. Payment will be at \$1 up, with a maximum of \$5 for photos suitable for cover use. A few acceptable articles on outdoor conservation, natural history, and allied subjects will be paid for at 1/4 cent per word.

Romantic Detective, 125 E. 46th St., New York, bi-monthly companion magazine to *Romantic Western* of the Trojan Publications, is interested in detective and crime stories with a decided girl angle. Short-stories up to 5500 words; novelettes up to 10,000. Payment is offered on acceptance at 1 cent a word.

Glamorous Love was erroneously reported in our February issue as a member of the Ace Magazines group. It should have been listed as a new member of the Popular Publications group, at 205 E. 42nd St., New York. The magazine, however, has been tentatively discontinued.

Twice a Year, Room 1710, 509 Madison Ave., New York, is announced as a magazine to be issued semi-yearly under editorship of Dorothy Norman; associate editor, Edward Dahlberg. It will be devoted particularly to social issues and creative work as expressed in writing and the arts.

Alpha and Omega Literary Features, 1035 Brushton Ave., Pittsburgh, Pa., is suspending and will no longer consider manuscripts.

Mail addressed to *The Gentlewoman*, 154 W. 14th St., New York, is returned by the post office.

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"Thanks a million," writes Kenneth A. Nelson, of Los Angeles. "You put me across with a big magazine house!" I have been priming Mr. Nelson to reach that particular market—he has made it with the first story definitely aimed at it.

As this issue closes I have made the 16th sale at over 3c a word to a new market which opened only two months ago and which my client found out about through me. A good many stories and articles have been written on my recommendation . . . and editors have been saying "yes" pretty frequently.

Simply because markets are changing so rapidly (the inevitable result of the recent recession in the magazine business, which, fortunately, started lifting in December) it is more necessary now than ever that you tell me about yourself. I'm rather proud of the fact that the writers whose true markets I have found continued to sell during that slack period.

In practically every type of magazine, slick and pulp, there has been a policy change. Recently book and magazine editors began sending authors to me; first, because I knew what they wanted; second, because my selling writers had told them my personal interest in their specific problems. These writers credit much of their success to that personal interest and if you want me to help you as I have helped them, do as they have done: Tell me about yourself. Once I know what you can do best I'll work with you from outline to finished manuscript—and when you're ready, I'll get assignments for you, as I do for many of the writers working for me.

After I make a couple of sales for you, I drop all fees. My sales commission is 10%. My rates for personal, detailed analysis, suggested revision, and experienced marketing of your manuscripts are: \$1 up to 4,000 words; 50c per thousand words thereafter. All books over 50,000 words \$24; Poems, 50c each. No other fees. No "collaborations." Resubmissions free—always. The thorough help I give you in outlining and revising might be called collaborating, but comes to you at my regular fee.

Remember that my work with thousands of authors has made every one of your writing difficulties familiar to me. Send me your best manuscripts now and be sure to tell me about yourself.

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BOOK AUTHORS

PUBLISHER'S COMPLIMENT OF THE MONTH:
"I want to thank you for the fine cooperation you are giving me in rounding up manuscripts. . . I am sure some of these are going to go places." (From Mr. L. G. Sherman of William Morrow & Company.)

AUTHOR'S COMPLIMENT OF THE MONTH:
"Surely appreciate your selling book . . . have tried them, for ten years." (From Reverend Basil Miller of Pasadena, whose book I have just placed with the Fleming Revell Company, leading religious publishers.)

RECORD 1938 BOOK DAY: 4 books placed January 13th—a lucky 13th for four clients.

Famous Publishing house, long established, just going into fiction; first fiction book will be launched with fanfare. Market still open for one highly significant fiction book of outstanding merit for this firm.

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ROMANCE FOR JULIE, soon to appear in book form, just placed as serial.

Leading syndicate wants outdoor adventure serial, 45,000 words; adventure book with girl interest acceptable.

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St. Anthony Messenger, 1615 Republic St., Cincinnati, Ohio, published by the Franciscan Fathers, and edited by Rev. Hyacinth Blocker, O.F.M., is interested in considering feature articles on prominent American Catholics and noteworthy Catholic achievements. Lengths desired, 2000 to 2500 words. Occasional short-stories of 2000 to 3000 words, preferably with a Catholic background, are used. Payment is at 1 cent a word, on acceptance.

Illustrated Animal News, 6406 Sunset Blvd., Hollywood, Calif., is not living up to its promises of payment on acceptance, according to word from contributors. In one recent case a letter was returned by the post office marked "Refused."

Rodale Publications, Inc., Emaus, Pa., write that they are interested in securing non-fiction manuscripts. "We are interested in popular medical subjects, travel, biography, etc.," states J. I. Rodale. He does not mention what terms are offered to writers.

Mail addressed to *Better Verse*, Tigard, Ore., is returned with the post office notation "Moved."

44 Western, (Popular Publications), New York, has been tentatively discontinued.

The Sentinel, 511 S. Sangamon St., Chicago, Jewish review, is not in the market for material at present.

American Motorist, Pennsylvania Ave. at 17th St., Washington, D. C., is not in the market for any material except 1000-word animal stories. Indefinite rates are paid.

United Feature Syndicate, 220 E. 42nd St., New York, Frances Rule, fiction editor, writes: "We are still in the market for first-run serials for newspaper publication. We run these in 36 chapters of 1300 to 1500 words, and pay a flat rate of \$150 for all serial rights. At the moment we are in particular need of a few outdoor adventure serials with girl and love interest. We prefer that these should *not* be cowboy Westerns nor historical stories. We are also in the market for love serials."

Palms, A Magazine of Poetry, Grant, Mich., which was incompletely listed in our January directory of verse magazines, sends this more complete statement: "Needs all kinds of high quality poetry. Can use an occasional good literary essay. Book reviews arranged for. Any poetry theme or verse form is acceptable, so long as it is good. Poetry prizes will be paid beginning with the next issue." Elmer Nicholas is editor.

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Amazing Stories, now published by the Ziff-Davis Publishing Co., at 608 S. Dearborn St., Chicago, will continue as a bi-monthly science-fiction magazine until further notice. B. G. Davis, editor, amplifies his letter published in our February issue, by stating: "The magazine will remain essentially unchanged except for certain basic improvements. Rate of payment will immediately be stepped up to 1 cent per word or better, payable on acceptance. We do not want long serials. We probably will run one short novel an issue, between 15,000 and 20,000 words. There will be, perhaps, two novelettes running 10,000 or 12,000 words. There will be quite a few short-stories in the 4500-5000 word class and perhaps one or two running between 2500 and 3000. We will buy a certain number of non-fiction short articles running between 500 and 1500 words. Special non-fiction features or drawings will be considered, provided they fall within the 'amazing' classification. All stories must be scientifically conceivable and justifiable. Stories may include the usual 'amazing' plot with all the bizarre and fantastic adventures, but they must be justified by some type of scientific reasoning. It is particularly desirable for the author to quote as references for his pseudo-science, actual names and places. The story characters should make free mention of actual scientists, living or dead, mentioning freely university connections, quoting the plot. Above all else, the story must be interesting. Each story must be so constructed that the reader could actually feel himself the hero or villain. Start off with Billy Smith, Yale '29, or Bob Jones, Harvard 2016—people we can easily understand—and then carry the reader into the bizarre experiences. In any case of doubt, writers are encouraged to query us regarding proposed plots." As a post script, Mr. Davis adds: "We intend to feature a number of 'true' amazing stories, from 1000 to 3500 words, written in a very free, informal style. Experiences should be of the type currently featured in 'Believe it or Not' or 'Strange as it Seems.' Top rates paid for articles of this nature. Substantiation must be included."

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The Revel Syndicate, 41 W. 45th St., New York, responds to submitted manuscripts with a letter which states: "Our editors have read and analyzed your scripts very carefully and beg to inform you that they have found them extremely well written and of definite interest to some of our most reliable and aggressive editors and publishers. . . . It is our firm belief that, because of the merits of your writings, we will most likely be able to interest at least one publisher in your manuscripts." All of which leads up to a request for "a retainer of \$6.00 to cover our services for the manuscript." It is quite evident from these statements that the company has no established syndicate service for which it buys material, but at the most, only proposes to offer manuscripts in the open market, in the same manner that a literary agent does, but with this important difference, that the agent operates without resorting to the subterfuge of posing as a syndicate.

Creditors of *Personal Romances*, under its former ownership, will be interested in the following letter written to a literary agent by Frank Z. Temerson, vice-president of Ultem Publications, 404 Fourth Ave., New York, on January 25: "As you are aware, we have suffered a severe loss and are going through a form of reorganization, which, however, I am pleased to advise you will result in full payment to all of our editorial creditors. It will probably require about another month before our affairs are in such order that we can liquidate these payments."

American-Russian Review, 1854 62nd St., Brooklyn, N. Y., is interested in original articles on literary personalities, character sketches, recollections, and sketches on pioneer towns and Russians in the United States. Lengths not exceeding 500 words; American or Russian background. No payment is made, but there are occasional prizes.

Modern Mechanix, 1501 Broadway, New York, is interested in illustrated feature articles dealing with developments in all branches of science, invention, and industry. These must have a strong popular slant, and must be written in clear, explanatory language. Photographic illustrations are important. It is advisable to give a 100-word synopsis, obtaining preliminary approval, before writing the actual article. Also used are hobby and craft articles, and material for departments devoted to photography, radio, microscopy, chemistry, automobiling, etc. Photos of the finished project and rough but clear drawings of the construction work must be furnished. Handikinks and short-cuts are desired. For these, consisting of a single photograph or drawing and 200-300 words of description, \$3 or more each will be paid. The basic rate of payment is 2 cents per word, but Editor Robert Hertzberg usually offers a flat price for each contribution, according to his estimate of its value.

Fiction House, 461 Eighth Ave., New York, issues various magazines which are not listed in the A. & J. Handy Market List. This is because they are in the nature of "one-shots," which may or may not be republished, or which appear at irregular intervals. Among them are such titles as *Aces*, *Action Novels*, *Air Stories*, *Basketball Stories*, *Baseball Stories*, and *Detective Book*.

Economic Forum, 44 Beaver St., New York, fails to report on manuscripts submitted more than a year ago and pays no attention to letters of inquiry, or demands for the return of the material. Manuscripts submitted to this periodical are to all practical purposes lost. Unless the author is in a position to watch every issue of the periodical he cannot know whether or not they have been used.

Trojan Publishing Corp., 125 E. 46th St., New York, is looking for first-person material told either from the man's or the woman's viewpoint, dealing with crime confessions from a sympathetic angle. Lengths up to 6000 words, occasional 10,000-12,000 word novelettes. This is apparently for a forthcoming magazine somewhat along the lines of *Private Detective* and *Romantic Detective*. More complete details will be published next month or may be obtained by writing to the company.

The Toronto Star Weekly, 80 King St., Toronto, Ont., is anxious to obtain stories that have a direct tie-up with occasions. The following list of tie-ups for stories which can be used this year is furnished by A. H. Newman, fiction editor:

Civic Holiday (Monday for long week-end)—August 7
 April Fool's day—April 1
 Oxford and Cambridge Boat Race—April 9
 First day of Daylight Saving Time—April 7
 Easter—April 17
 Empire Day—May 24
 Corpus Christi (Quebec setting)—June 16
 Wimbledon Tennis Championships—June 20
 Longest day in year—June 21
 Midsummer Day—June 24
 Henley Regatta—June 29
 Dominion Day—(Canada's Birthday)—July 1
 Bastille Day (France)—July 14
 St. Swithin's Day—July 15
 Civic Holiday (Monday for long week-end)—August 7
 Great Fire of London (1666)—September 2
 Battle of the Marne (1914)—September 6
 Jewish New Year (Should be Jewish Author)—September 22
 Last Day of Daylight Saving—September 7
 Trafalgar Day (1805)—October 21
 Guy Fawkes' Day—November 5
 Armistice Day—November 11
 St. Andrew's Day—November 30
 Shortest Day in Year—December 22
 Christmas Day—December 25
 New Year's Eve—December 31.

Mr. Newman states: "In every instance, the story should be in our hands not less than six weeks and preferably longer ahead of the date of the occasion. Any really outstanding stories will be considered, and in every case preference will be given to stories of not over 2500 words." *The Star Weekly* pays $\frac{3}{4}$ cent a word and up, on acceptance.

Frederick Warne & Co., Inc., book publishers, have moved from 381 Fourth Ave. to larger quarters at 79 Madison Ave., New York.

Christian Challenger, North Kingsville, Ohio, has suspended publication.

The Gypsy, Cincinnati, Ohio, listed in our January directory of verse markets, has been discontinued.

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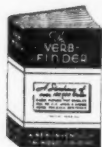
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The Home Friend and Illustrated Mechanics, 1411 Wyandotte St., Kansas City, Mo., edited by Leona Johnston for small-town readers, prefers that short-stories and poems submitted to it should be unsophisticated and inspirational. Short-story length limits are from 2000 to 3000 words. Illustrated general articles should be about the same length. Poems should be short. Rates paid are from 1/2 to 1/2 cent a word, on acceptance.

Post Time, horse racing weekly, formerly at 443 Plymouth Court, is now published at 542 S. Dearborn St., Chicago. It is not at present interested in serials. A requirement of the racing short-stories purchased is that they must be written by those who thoroughly understand their subject. Payment for fiction is announced by Editor Mark Mellen at low rates, but for articles at 3 cents a word, on publication.

Nature Notes, 4800 Prospect Rd., Peoria, Ill., is "swamped with material," and prefers not to be listed as considering manuscripts.

The Spur, 515 Madison Ave., New York, is devoted to the leisure interests of the well-to-do. Preferred length of articles, on sport, travel, art, personalities, is within 2000 words. Photos should accompany. F. A. Tichenor, publisher, states that the average rate of payment is 2 cents a word, on publication.

Romantic Western, 125 E. Fourth St., New York, is a bi-monthly Trojan publication. It uses Western short-stories with strong love and romantic elements, and rates are announced as 1 cent a word, payable on acceptance.

The Spur, 515 Madison Ave., New York, is now edited by Arthur Edwin Krows.

Your Body, 99 Hudson St., New York, is no longer interested in medical misprints.

War Birds, (Dell) 149 Madison Ave., New York, has been discontinued.

PRIZE CONTESTS

Click, P. O. Box 8245, Philadelphia, one of the new picture magazines, is conducting a series of ten contests each offering 215 monthly prizes, ranging from \$1000 down to \$5, for picture ideas. "Just give us in a short, simple letter an idea, subject, or experience which you think would make 'a swell picture or series of pictures.'" A separate contest will be held for each of ten monthly issues beginning with the current (March, 1938) issue, a total of \$5000 in prizes being awarded for each issue. A contestant may submit as many entries as desired. Neatness does not count. Sketch or photo to illustrate the idea may be submitted if desired, but this is not essential. Do not use over 100 words to describe any idea submitted. Contest No. 2 closes April 1; further closing dates will be announced in *Click*. All ideas must contain names and addresses of the contestants, and all ideas submitted become the property of *Click*.

Dodd, Mead & Company, 449 Fourth Ave., New York, has announced its third annual mystery-detective novel competition, the winning novel to be published under the Red Badge imprint. The award consists of \$1000 advance on royalties. Contestants should write for entrance blanks and full details to the company. The closing date is December 1, 1938. The 1937 prize went to Marco Page for his novel, "Fast Company."

The Religious Drama Council of the Greater New York Federation of Churches announces a peace play-writing contest, with prizes of \$200, \$100, and \$50, and closing July 1, 1938. Since a registration fee of \$2 is required with manuscripts, THE AUTHOR & JOURNALIST declines to publish further details; but persons interested may obtain them by addressing the contest committee at 71 W. 23rd St., New York.

Household Magazine, Topeka, Kansas, is offering prizes ranging from \$100 to \$5 for the best names submitted for Charlie McCarthy's friend, whose picture appears in the February issue. Only one name may be sent by each contestant. Contest closes midnight, March 12. Address, Gordon Hill, Dept. 14, Eighth and Jackson Streets, Topeka, Kansas.

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Liberty, 122 E. 42nd St., New York, announces that \$2000 in bonuses will again be divided among the authors of the best short short-stories appearing in its pages during the full year from January 1 to December 31, 1938. The bonuses will be \$1000 for the best, \$500 for the second, and \$100 each for the next five, in addition to the usual purchase price. Winner of the \$1000 award for best story in the last period, closing December 31, 1937, was Horatio Winslow, and winner of second award was Dorothy Sherrill.

Arcadia House, 66 Fifth Ave., New York, book publishing company, in collaboration with the Columbian Steamship Line, is sponsoring a nation-wide contest to select the young woman who best typifies the traditional Arcadia House heroine. Contestants must submit a letter of not more than 250 words telling why "I want to go places and see things." The winner will be awarded a visit to New York and an eighteen-day all-expense cruise through the Caribbean and \$50 in cash, with an identical prize for the winner's guest-companion. Contest closes March 31, 1938.

Houghton Mifflin Co., 2 Park St., Boston, has announced two literary fellowships for 1938. They are similar to those offered for the past three years except that one fellowship will be given for a fiction project and one for a non-fiction project. The fellowships carry an award of \$1000 each in addition to subsequent royalties. Closing date for applications, April 1, 1938. Application blanks and further particulars may be obtained by writing to the company.

The New Theatre League, 132 W. 43d St., New York, is conducting a contest for one-act plays of social protest, and on such subjects as war and peace, labor and trade union problems, unemployment, farm, Negro, youth, and similar problems. A prize of \$100 for the winning one-act play and \$50 for the second place, will be awarded. Author's name must be placed in a sealed envelope with name of play on outside. A registration fee of 25 cents is required. Closing date, May 1, 1938.

Drake University department of radio announces its second annual radio playwriting competition. Prizes are \$35, \$10, and \$5. The competition is open to both amateurs and professional writers. Scripts should play either 13 or 26 minutes. Scripts may be submitted up to March 15, 1938. Address Drake University Department of Radio, Des Moines, Ia.

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The League of American Writers, 381 Fourth Ave., New York, in cooperation with the American Student Union and Friends of the Abraham Lincoln Brigade, offers a first prize of \$500 and other prizes of \$250, \$125, \$75, and \$50 for compositions by American and Canadian college and secondary school students, on the subject, "The anti-fascist struggle in Spain today in its relation to the general welfare of the American citizen of tomorrow." Not only essays, but poems, radio and movie scripts, plays, and short-stories, are eligible. No length limit is mentioned. All manuscripts must be in the hands of the committee not later than Armistice Day, November 11, 1938. Inquiries and entries may be sent either to Rolfe Humphries, at League headquarters in New York, or to Ellen Kinkead, 3354 Clay St., San Francisco.

Partisan Review, 22 E. 17th St., New York, announces that it will award a prize of \$100 to the author of the best short-story submitted before June 1, 1938. Only unpublished stories considered; contestants may submit as many as they like. The right is reserved to publish at usual rates (amount not stated) any story submitted to the contest.

The Poetry Society of S. Carolina, 62 Broad St., Charleston, S. Car., offers the \$100 Caroline Sinkler prize for the best unpublished poem by a Southern writer submitted before March 28. Only one poem may be submitted by a competitor; no MSS. returned. The name of prize for which poem is entered must be clearly written. Enclose separate slip containing writer's name and address.

The Dress Shop, 10 Capper Building, Topeka, Kansas, offers prizes of \$100 to \$5 for the most suitable names for three different styles of house dresses, pictured in the *Household Magazine* for February. Send only one name, accompanied by name and address before midnight, March 17, 1938.

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TRADE JOURNAL DEPARTMENTEdited by **JOHN T. BARTLETT**

Department Store Economist is the new name for *Dry Goods Economist*, 239 W. 39th St., New York. Format has been completely changed, the publication being now in tabloid news form, rather than magazine. News correspondents are located in all key cities. New requirements call for articles, not over 750 words, (unless by special arrangement) on management, systems, operation, merchandising, modernization. If possible, stories should be ghosted by store executive. Payment is promised within six weeks of receipt by C. K. McDermut, Jr., editor, at 1½ cents a word, \$2 for photos.

The Better Freight Pilot, Terre Haute, Ind., reports that it can use no more pictures of wrecked trucks for the time being.

Distribution and Warehousing, 249 West 39th St., New York, is interested in information concerning state warehouse taxes on foreign goods, trucking laws, traffic manager changes, inland waterway developments, as well as in articles of interest to national distributors who use public merchandise and cold storage warehouses. Payment is made at 1 cent a word, \$2 for photos, on publication. F. Eugene Spooner is editor.

Playthings, 381 Fourth Ave., New York, offers a market for merchandising articles on dolls, toys and games, accounts of toy store promotions, etc. Payment is made on publication according to value.

Outdoor Amusement Magazine, 404 Fourth Ave., New York, has suspended publication.

Southern Funeral Director, 711 Glenn St., S. W., Atlanta, Ga., announces a rate of from ½ to 1½ cents a word for articles of interest to southern morticians. J. C. Edwards is editor.

American Business, 4660 Ravenswood Ave., Chicago, formerly nearly wholly staff-written, announces that it now buys frequently concrete articles of business success in manufacturing, wholesaling, financial field. Eugene Whitmore, editor, states that he is especially interested in office and accounting short-cuts.

Business News Bureau, Don H. Wimmer, manager, Route 7, Huntington, Ind., will pay \$1 to \$5 for photos of current windows and interiors of all types of retail stores with a story told in brief caption form. The photo and caption must tell a story of successful merchandising. Prompt payment on publication.

Petroleum Age, 500 N. Dearborn St., Chicago, has been suspended. Robert F. Patton, business manager, reports that there is little hope of funds being available for payment to contributors for material recently used.

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Electrical Ruralist, 1836 Euclid Ave., Cleveland, suspended publication with the November, 1937, issue.

Parks & Recreation, Box 422, Tulsa, Okla., reports: "We regret that we do not have funds to purchase material. All of our pictures are received gratis from members of the American Institute of Park Executives and others interested in promoting park and recreation work." This was signed by Will O. Doolittle, managing editor.

American Shade & Awning News, St. Louis Ave., Fort Worth, Texas, has sufficient material on hand to supply all needs for the next six months, according to Tom Murray, editor.

Food, 405 Easton Bldg., Oakland, Calif., pays 2 cents a word, on publication, rather than on acceptance, as previously stated, for highly illustrated articles, up to 1400 words, of interest to food retailers. Douglas McPhee is editor.

Carpet & Upholstery Trade Review, 95 Madison Ave., New York, has been purchased by the Haire Publications, 1170 Broadway. John Tashjian, however, will continue as editor.

Ice Cream Retailer, 1265 Broadway, New York, is a new semi-monthly started February 1. Harry Shaul is publisher; Charles Christensen, editor. A tabloid style newspaper, it will have a guaranteed paid circulation of 15,000 copies.

Coin Machine Review, 1113 Venice Blvd., Los Angeles, is in need of correspondents in Atlanta, Ga., and Washington, D. C. H. L. Mitchell, associate editor, writes: "We can also use a correspondent in Honolulu, T. H., and in London, England, and Edinburgh, Scotland. . . . While rate of payment is not high, once requirements are learned there are few rejections and the actual newsgathering requires relatively little time. Sort of material needed covers news of coin operated machines of all sorts, news of association meetings, and personal items about the men who own and operate the equipment."

Attire, 1115 Venice Blvd., Los Angeles, Calif., will cover the entire Western states with news and features of the men's clothing trade. Correspondents are desired in all key cities. Editor is Paul W. Blackford.

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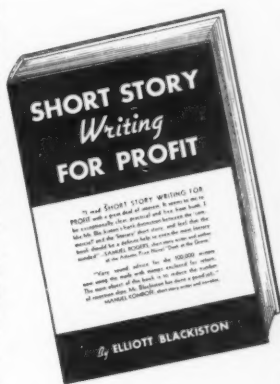
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